

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending June 30, 2013

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

Innovation Norway

(b) Registration No.

00526

(c) Business Address(es) of Registrant

655 Third Ave, Suite 1810
New York, NY 10017

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

- | | | |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐ No ☒If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☐ No ☒

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒
If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☐ No ☒
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

Innovation Norway (a/k/a Innovasjon Norge)
Akersgata 13
0104 Oslo
Norway

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☐Exhibit B⁴ Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Foreign principal: Innovation Norway (a/k/a Innovasjon Norge)

Activities: Provided travel information and services, as well as promotional work. Answered written, telephone and e-mail requests from travel trade and from consumers. Sent travel information to travel agents, tour operators, travel editors and individuals. Produced and distributed travel information materials. Invited American tour operators to attend the Norwegian Travel Workshop in Norway. Published travel information and advertised in travel magazines. Updated websites (www.visitnorway.com and www.goscandinavia.com) with travel information. Visits to Norway to meet with Norwegian suppliers to discuss marketing activities and inform about travel trends in the USA.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION**14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
11.01.2013	Innovasjon Norge	General operations and salaries	\$118,000
07.02.2013	Innovasjon Norge	General operations and salaries	\$120,000
05.03.2013	Innovasjon Norge	General operations and salaries	\$110,000
14.03.2013	Innovasjon Norge	General operations and salaries	\$10,000
08.04.2013	Innovasjon Norge	General operations and salaries	\$118,000
09.05.2013	Innovasjon Norge	General operations and salaries	\$118,000
10.06.2013	Innovasjon Norge	General operations and salaries	\$108,000
			\$702,000
			Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
------	---------	---------	--------

Total

(b) **DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐

No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) **DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐

No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²

Yes ☒ No ☐

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Innovation Norway (a/k/a Innovasjon Norge)
Akersgata 13
0104 Oslo
Norway

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☐ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☒ Letters or telegrams
☒ Advertising campaigns ☒ Press releases ☒ Pamphlets or other publications ☐ Lectures or speeches
☒ Other (specify) Norwegian Travel Guide (brochure)

Electronic Communications

☒ Email

☒ Website URL(s): www.visitnorway.com

☒ Social media websites URL(s): Facebook/visitnorwayUSA, Twitter/visitnorwayUSA

☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☒ Newspapers ☐ Libraries
☐ Legislators ☒ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☒ Other (specify) Travel agents, tour operators, travel magazines

21. What language was used in the informational materials:

☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☐ No ☒

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

August 05, 2013

/s/ Hege Vibeke Barnes

eSigned

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

2013 Print Campaign Fall**January 2013**

Outlet	Ad	Partners
Departures	1 page	Norwegian

February 2013

Outlet	Ad	Partners
Smithsonian	1 page	Norwegian
National Geographic	1 page	

March 2013

Outlet	Ad	Partners
Travel Redefined	3 page advertorial	Denmark, Sweden, SAS
Travel Girl	1 page	
Outside	1 page	Norwegian
NY Times Travel Magazine	1 page	
Virtuoso Life	1 page	Fjord Norway
Departures	1 page	Fjord Norway
Audubon	1 page	Hurtigruten
Jax-fax	1 page	
Nature Conservancy		

apr. 13

Outlet	Ad	Partners
National Geographic Traveler	1 page	Hurtigruten
Smithsonian	2 page advertorial	
Golf Week	1 page	
The New Yorker April 8	1 page	Visit Oslo
The New Yorker April 22	1 page	Visit Oslo

May 2013

Outlet	Ad	Partners
Men's Journal Gear Lab	1 page	
Backpacker	2 page advertorial	IceLandair
AFAR	1 page	Visit Oslo
NY Times Travel Magazine	1 page	Visit Oslo
Men's Journal	1 1/3 page	
Departures	2 page advertorial	Fjord Norway
Audubon	1 page	
Archaeology	1 page	Hurtigruten
Virtuoso Life	2 page advertorial	Denmark, Sweden, SAS

June 2013

Outlet	Ad	Partners
Travel + Leisure	1 page	
The Travel Magazine	2 page advertorial	Denmark, Sweden, SAS
Travel Girl	1 page	

DEPARTURES JAN-FEB 2013

SKYSCRAPER IN NORWEGIAN

NORWAY
POWERED BY NATURE



Leirap-festivalhuset



Leirap-fjord



Leirap-fjord

PULPIT ROCK
FJORD NORWAY

Explore Norway and you'll return to nature with breathtaking scenery, dramatic waterfalls and the fresh air of mountain air. You'll be amazed at the wonderful places to stay, historic cities, charming villages, excellent cuisine, and fantastic hospitality. Choose between a wide variety of activities - whatever type of vacation you choose, you'll experience an overwhelming feeling of peace and tranquility that will remain with you forever.

With the arrival of the 2013 season, one of the world's most famous painters, the X-Team, has chosen the places that inspired Norwegian artist Edvard Munch, and find out where in Norway to see his work today.

NEW! With the breakthrough technology of the Boeing 787 Dreamliner, you'll arrive in Norway on their signature low fares. Welcome to the long distance revolution.

To learn more, book your vacation, and enter our trip sweepstakes, visit visitnorway.com.

Official partner

norwegian 

PLAN AND BOOK 
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SMITHSONIAN AM. FEB 2013

NORWAY
POWERED BY NATURE

MIRROR IN NORWEGIAN

*Lowest building in the world
Molde, Oslo*

*The UNESCO listed
Bryggen wharf*

The fish market in Bergen

Foloten
NORTHERN NORWAY

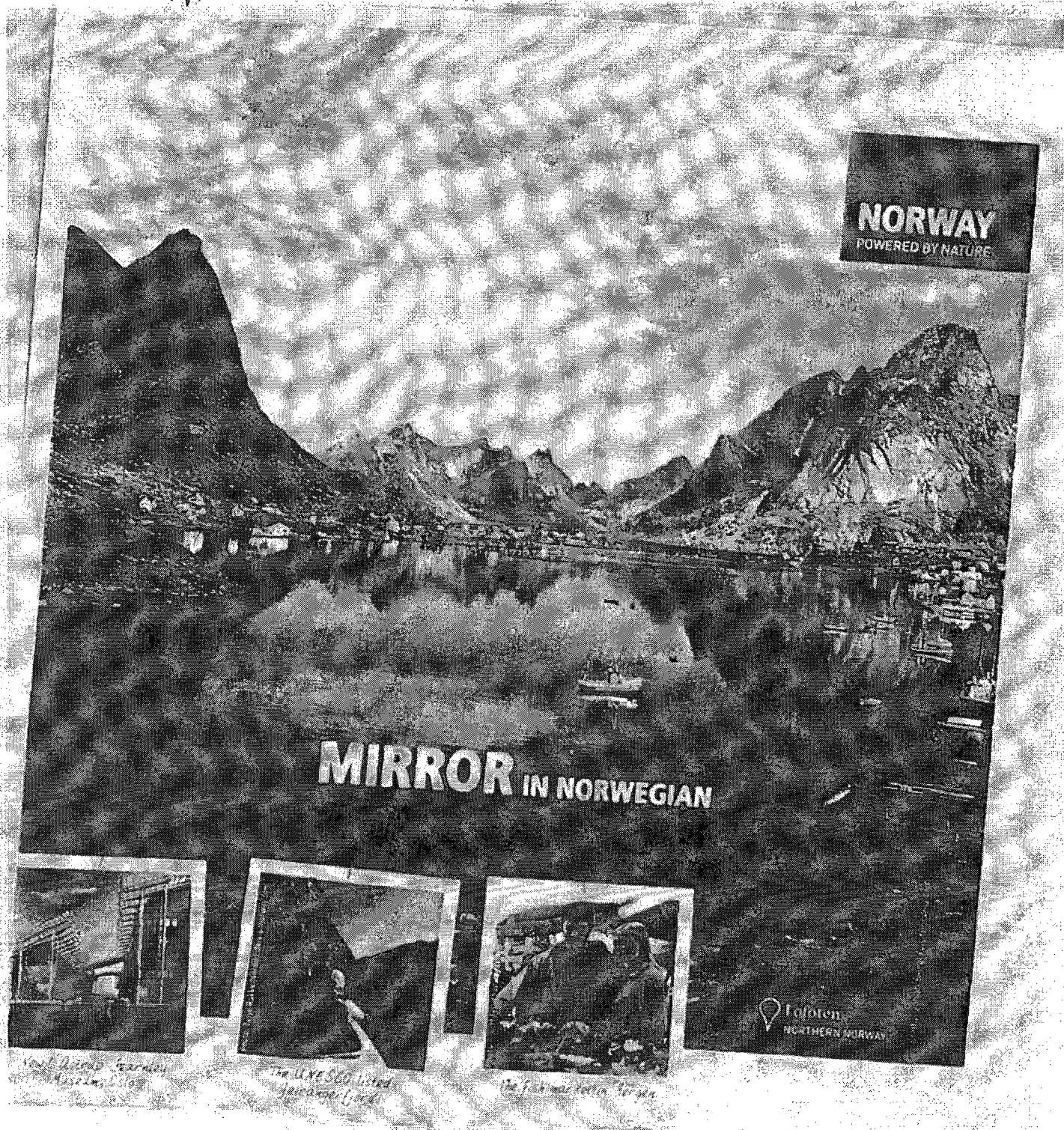
Official pictures:

Norwegian

Explore Norway and you'll return to nature with breathtaking scenery and the freshest of mountain air. In this dramatic and unspoiled playground, you'll find lots of exciting activities like amazed at the wonderful places to stay, historic cities, vibrant culture, and excellent cuisine. Norway is a unique adventure, an experience that will stay with you forever.

PLAN AND BOOK YOUR TRIP
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NAT GEO TRAVELER, FEB-MAR 2013



Explore Norway and you'll return to nature with breathtaking scenery and the freshest of mountain air. In this dramatic and unspoiled playground, you'll find lots of exciting activities, organized at the wonderful places to stay. Historic cities, vibrant culture, and excellent cuisine: Norway is a unique adventure, an experience that will stay with you forever.

PLAN AND BOOK
VISIT NORWAY.COM

(1)

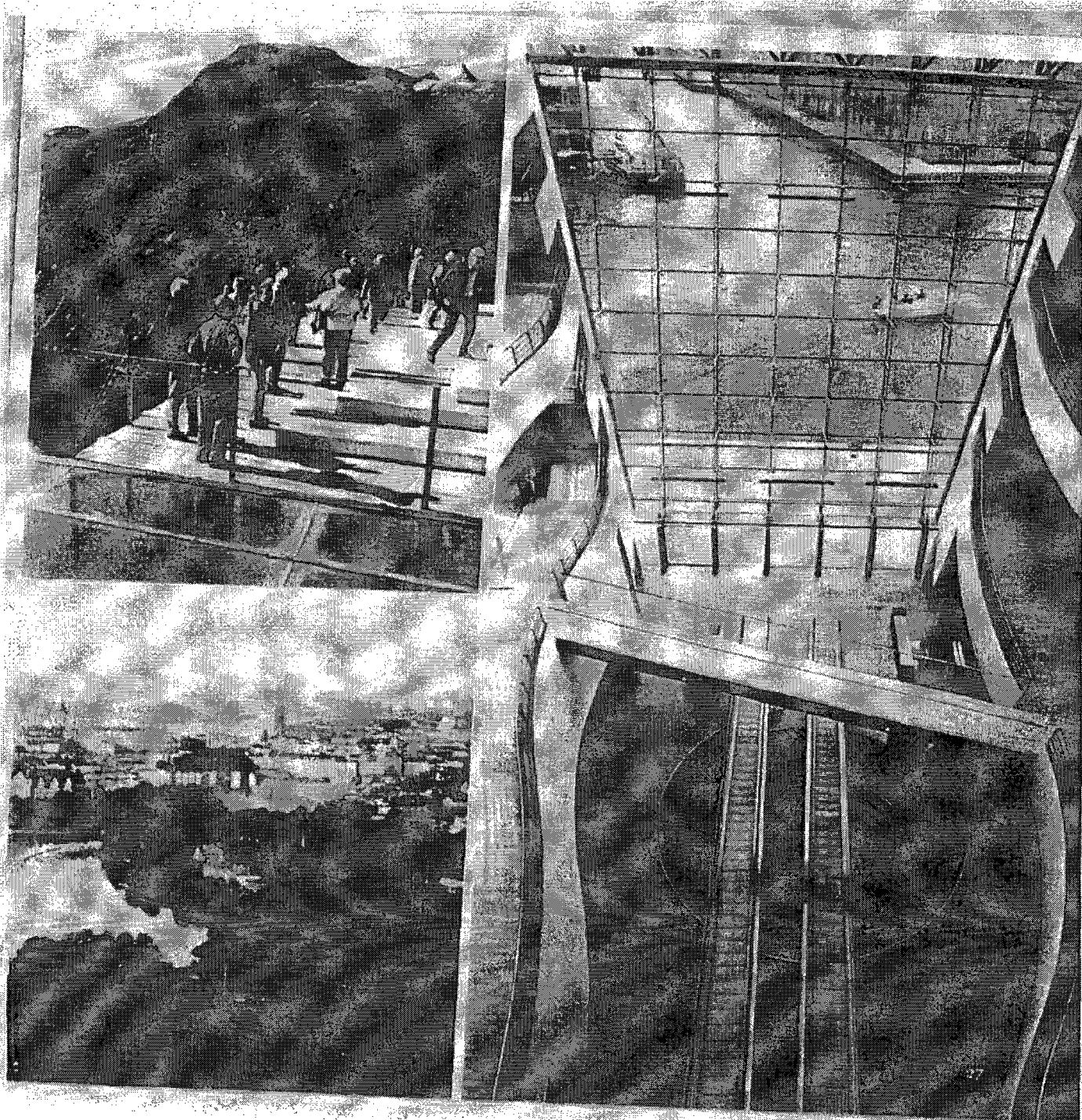
SCANDINAVIA
STYLE

A destination heralded by modern and contemporary art, firmly rooted within its historic landscape, Scandinavia's urban centers are otherlike. Perhaps its greatest advantage is as the secret source of satisfaction from the moment you arrive. According to Scandinavian Norway, Denmark and Sweden, so creatively, charming and free-spirited, the surprising consideration how easily they break a path of their affirmed, with its culture, a truly comfortable and varied, and the family and an enduring atmosphere that is every day, the heart is covered with Norway's spectacular fjords, Zingst's island, the peaceful streets of friendly Copenhagen, Denmark, by as it was considered a quiet suggestion, become enchanted with the addition of the day, covering a few of these and the capital, the southern Scandinavian

clockwise: Olaf, the singer Pål, Norway, and Pål and The Roots
 (from left) Olaf, Pål, Norway, and Pål and The Roots



2



SCANDINAVIA STYLE

continued from page 26

DESIGN INNOVATION

Admirers of a clean, minimalist style will derive endless inspiration from Scandinavia. The most prized aspect of Scandinavian design is functionalism, and first-time visitors are awestruck by the efficiency and simplicity of this pragmatic philosophy. You'll find the imprint of these sensibilities everywhere, from furniture to fashion to first-class accommodations.

Design aficionados will sing the praises of **Oslo Opera House** for its revolutionary architecture. This award-winning building is a salute to Modernism and home to Norway's finest opera and ballet. Breathtaking city views from the rooftop terrace is the perfect encore to any performance in Stockholm.

Moderna Museet (the Museum of Modern Art) exhibits one of the world's finest collections of art, with key works from Picasso, Salvador Dalí and Matisse. If you're looking to capture Stockholm with a special photograph, head directly to **The Restaurant**, the in-house museum eatery that boasts one of the best views of the city. Consider a stylish stay at the world's first design hotel—the **Radisson BLU Royal Hotel** in Copenhagen. Architect Arne Jacobsen's stunning five-star accommodation recently celebrated 60 years since inception. The glass and steel structure remains one of Copenhagen's tallest buildings and has innovatively appointed rooms and



FROM LEFT: Radisson BLU Royal Hotel; Mathias Dahlgren Matsalen

NEW NORDIC CUISINE

Born in 2004 from a progressive collective of chefs, New Nordic cuisine follows many of the same principles enshrined in Scandinavian design: sustainability combined with purity, simplicity and freshness. For the traveler seeking exquisite taste at Scandinavia's superb array of Michelin-starred restaurants, there are plenty of choices.

In Norway, head to **Maaemo**, located near Oslo Central Station. Its menu features 100% organic local ingredients and also includes a rare variety of Norwegian herbs and berries. **Bagatelle**, situated near the Royal Palace, serves up delicious French/Norwegian cuisine with an emphasis on fresh seafood. In Sweden, visit **Franzén/Lindeberg**, a leading Scandinavian restaurant that's a recent member of the World's 50 Best Restaurant Awards. Described as casual elegance, the kitchen's ingredients travel directly from the restaurant's organic garden.

Mathias Dahlgren Matsalen, an innovative venture at Grand Hotel by top chef Mathias Dahlgren is another culinary highlight that prepares modern cuisine with mouth-watering Swedish ingredients.

No trip to Denmark is complete without a visit to **Noma**, a haute cuisine eatery that's been voted "The World's Best Restaurant" several times over by *Restaurant magazine* among others. The one-bite delicacies include fish imported weekly from Greenland, Iceland and the Faroe Islands. Try **Alberto K**, a trendy new eatery located on the 20th floor of the Radisson BLU Royal Hotel. The restaurant's Executive Chef Jeppe Jorgensen recently took home a silver medal in one of the world's most highly regarded chef competitions, the Bocuse d'Or.

Ready to enjoy the pleasures of Norway, Denmark and Sweden for yourself? Call or visit us online today and let us help you reserve an in-demand table at a Michelin-starred restaurant, book an architectural tour with a regional expert or tailor a Scandinavian journey just for you.

MORE ONLINE

For more details, or to make a reservation, visit our website (found on the back cover), or call our Office (800) 468-6666. We'll help you plan your trip to each location and make your stay unforgettable.

4



Spectacular Scandinavia & Its Fjords

Insight Vacations

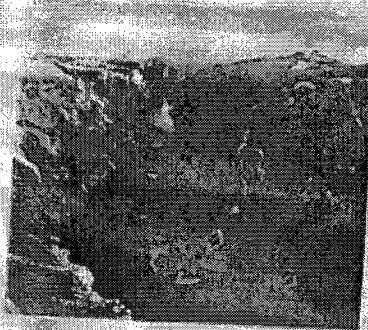
Make the most of the long summer nights as the glimmering fjords of Glaciers, Copenhagen's world-famous entertainment park and of fjords, fun and charm. Journey on one of the world's steepest railways through a park that spins in and out of the mountains. See the narrow Fjord valleys. Walk through the Old town and see the Cathedral and Royal Palace in Stockholm.

Vacation includes: First class accommodations and meals, luxury coach transportation, sightseeing and transfers, walking, shopping and more.

14 nights from **\$4925**

Offer 200858

Call 1-800-858-8888



Scandinavia

Insight

Discover the inspiration behind the fairy tales from yesterday. Discover the history and culture of Scandinavia as you journey inside Viking museums, royal palaces, and more. Discover the legends that chronicle the past and the present. Discover the charms of Scandinavia. Discover the beauty of Scandinavia. Full car and private coach.

Vacation includes: Deluxe accommodations, many meals, Narvik and ferry, Drottningholm, journey to Finland, visits to Visby, Stockholm, Rosenberg Palace, Frederiksborg Castle, and Drottning Slottet, lunch, walking, transfers, a museum fee, and more.

13 nights from **\$5490**

Offer 200859

Call 1-800-858-8888



Dream Trip - A Culinary Journey Through Scandinavia

Cook & Kings

On this culinary journey, you'll go to the source. Journey, dine at Michelin-starred restaurants including Noma, and best restaurants in the world. Take a cooking class, tour local farms and breweries and get to know the flavors of Scandinavia. A long drive home with a haunted castle, to Copenhagen and see the night in Copenhagen and Stockholm.

Vacation includes: Deluxe accommodations, many meals, and a private lunch cruise on the Stockholm Archipelago. Private journeys with English-speaking guides, sightseeing and transfers.

10 nights from **\$12,875**

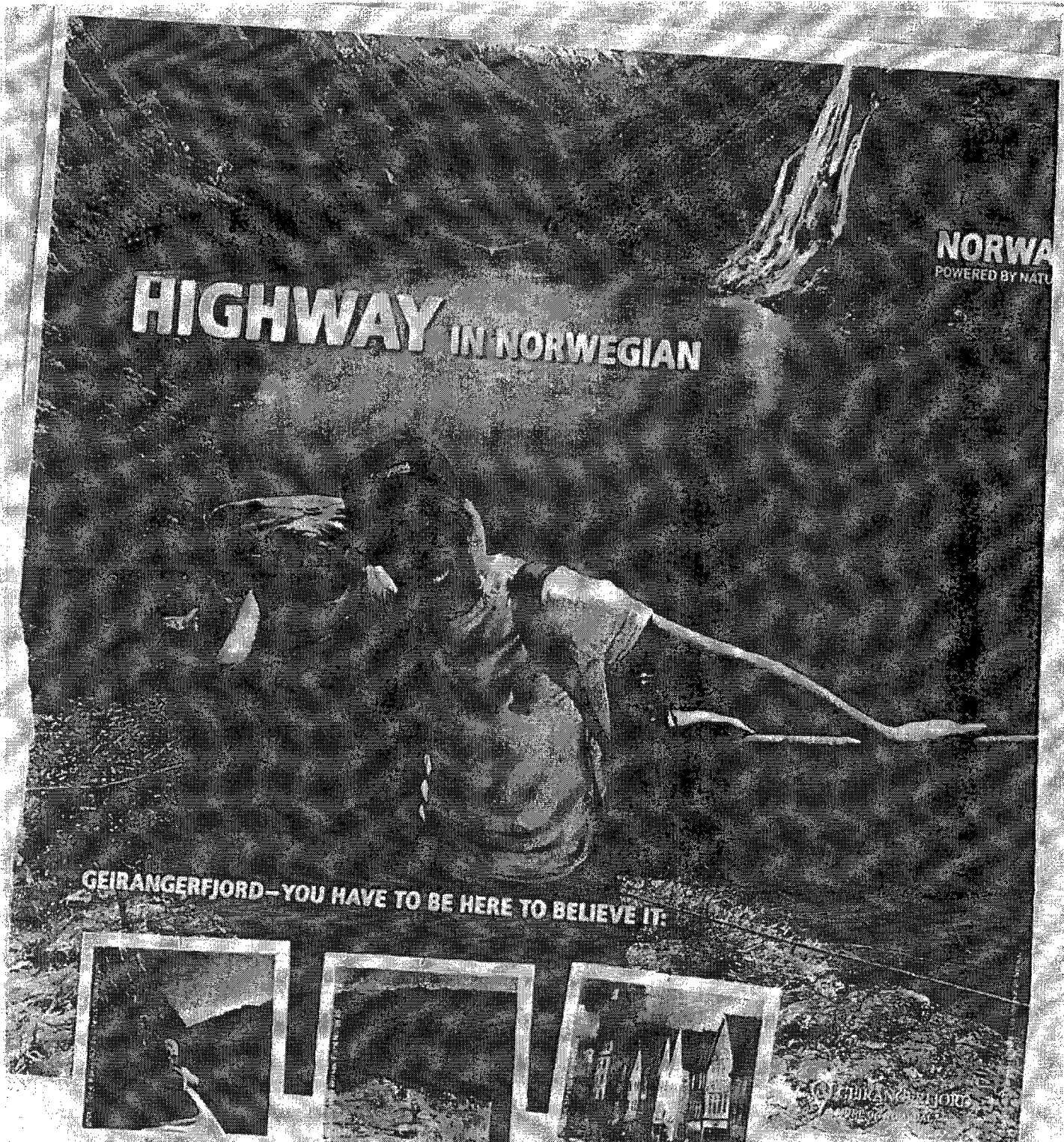
Offer 1015665

Call 1-800-858-8888

SCANDINAVIAN AIRLINES Scandinavian Airlines offers the most nonstop flights from the U.S. to Scandinavia with flights from New York, Newark, Chicago, Washington, D.C. and San Francisco.



TRAVEL GIRL MAGAZINE, SPRING 2013



GEIRANGERFJORD - YOU HAVE TO BE HERE TO BELIEVE IT:



Kayaking



Aurora Borealis



Heritage Site

Explore Norway and you'll breathe in nature with breathtaking scenery, dramatic waterfalls, and the freshest of mountain air. You'll be amazed at the wonderful places to stay, historic cities, charming villages, excellent cuisine, and fantastic hospitality. Whatever type of vacation you choose, you'll experience an overwhelming feeling of peace and tranquility that will remain with you forever.

PLAN AND BOOK VISITNORWAY.COM

OUTSIDE MAGAZINE, MARCH 2013

NORWAY
POWERED BY NATURE

MIRROR IN NORWEGIAN



The 19th-century wooden cabin in Lofoten



The Lofoten fjord in Lofoten



The fish market in Lofoten

Lofoten
NORWEGIAN NATURE

norwegian

Explore Norway and you'll return to nature with breathtaking scenery and the freshest of mountain air. In this dramatic and unspoiled playground, you'll find lots of exciting activities. Be amazed at the wonderful places to stay, historic cities, vibrant culture, and excellent cuisine. Norway is a unique adventure, an experience that will stay with you.

PLAN AND BOOK your trip to Norway

New York Times, T-MAGAZINE, FEB 2013

NORV
POWERED BY

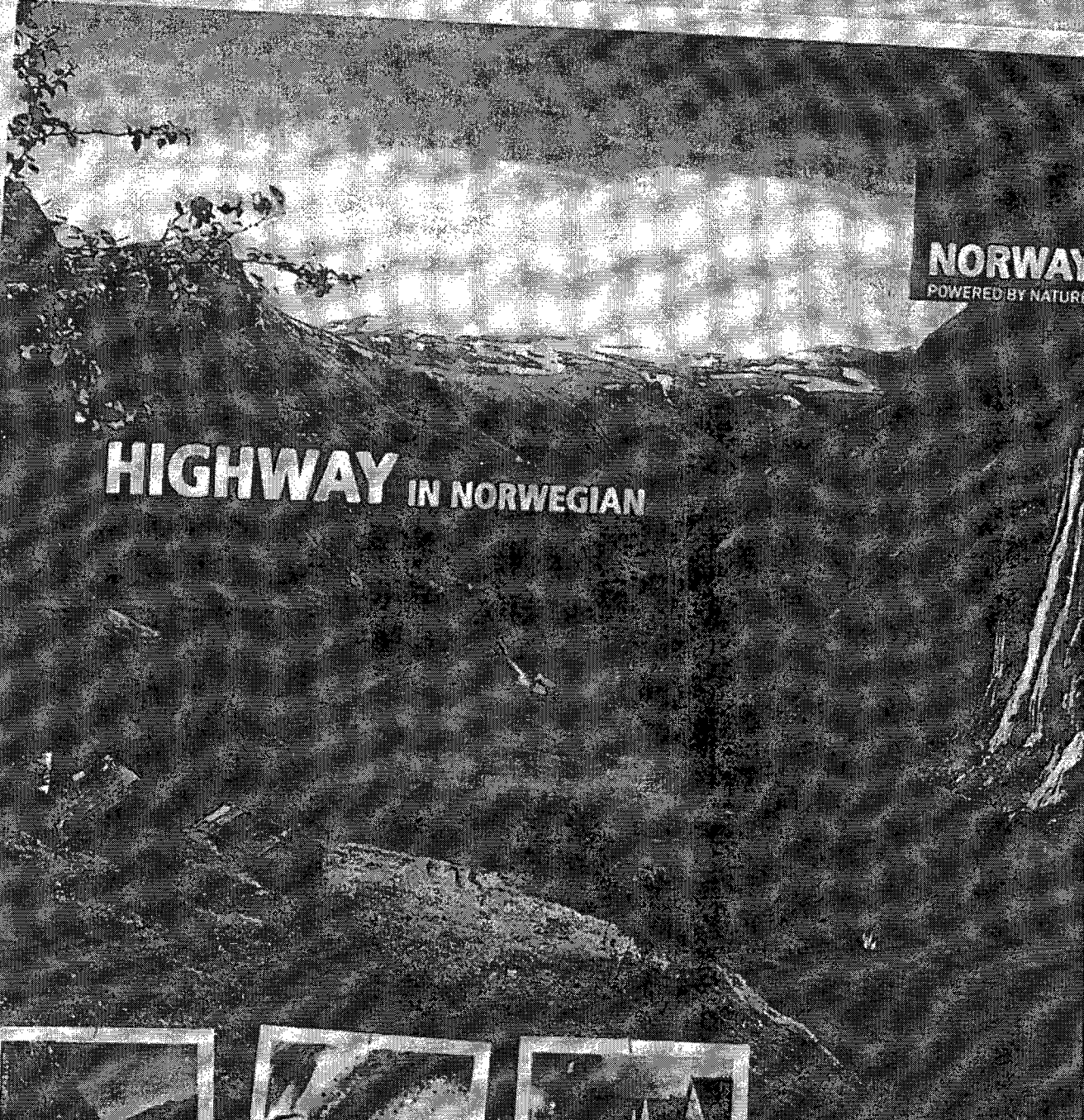
HIGHWAY IN NORWEGIAN

Stone church
Rugged, UNESCO World Heritage Site
Oslo Opera House

Geirangerfjord
Fjord Norway

Experience Norway and you'll return to nature with breathtaking scenery, dramatic waterfalls, and the
fresh mountain air. You'll be amazed at the wonderful places to

JAX FAX, MAR 2013



NORWAY
POWERED BY NATURE

HIGHWAY IN NORWEGIAN

Outdoor adventure paradise

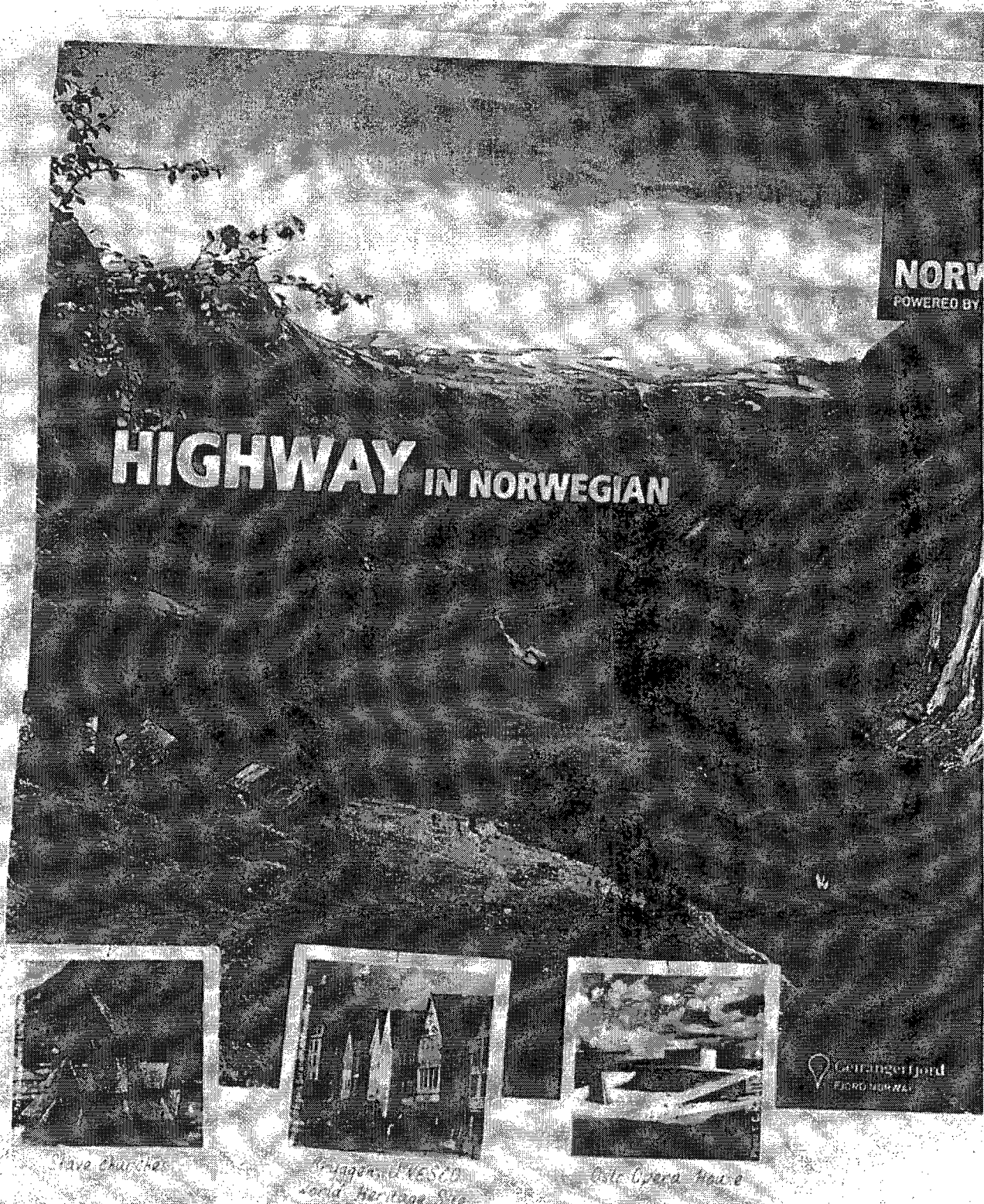
Seafood at its best

UNESCO World Heritage sites

Explore Norway and you'll return to nature with breathtaking scenery: majestic waterfalls, and the redolence of mountain air. You'll be amazed at the wonderful places to stay, historic cities, charming villages, excellent cuisine and fantastic hospitality. Whatever type of vacation you choose, you'll experience an overwhelming feeling of peace and tranquility that will remain with you forever.

PLAN AND BOOK
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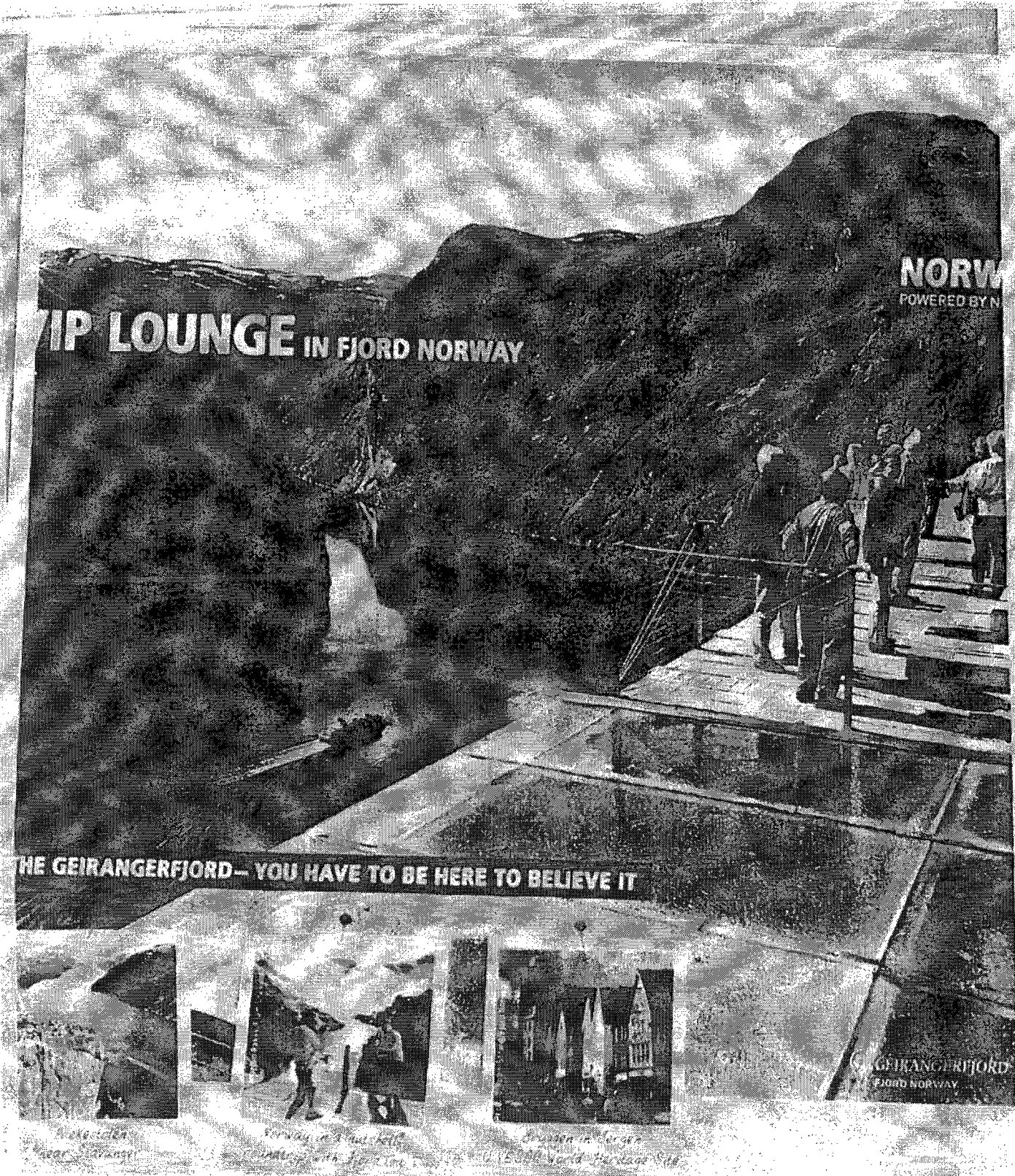
NATURE CONSERVANCY, MAR/APR 2013



Explore Norway and you'll find it all: nature with breathtaking scenery, dramatic waterfalls, and the freshest of mountain air. You'll be amazed at the wonderful places to stay, historic cities, charming villages, excellent cuisine, and fantastic hospitality. Whatever type of vacation you choose, you'll experience an overwhelming feeling of peace and tranquility that will remain with you forever.

PLAN AND BOOK YOUR TRIP TO NORWAY TODAY

VIRTUOSO LIFE, MAR-APR 2013



IP LOUNGE IN FJORD NORWAY

NORWAY
POWERED BY NATURE

THE GEIRANGERFJORD — YOU HAVE TO BE HERE TO BELIEVE IT

GEIRANGERFJORD
FJORD NORWAY

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Explore Fjord Norway and you'll return to a world of breathtaking scenery, dramatic waterfalls, and the freshness of mountain air. You'll be amazed at the wonderful historic cities, charming villages, excellent cuisine, and fantastic hospitality. Whatever type of vacation you choose, you'll experience an overwhelming feeling of peace and tranquility that will remain with you forever. For reservations, please contact your Virtuoso travel advisor.

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DEPARTURES MAR/APR 2013

LOUNGE IN FJORD NORWAY

NORWAY
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RANGERFJORD - YOU HAVE TO BE HERE TO BELIEVE IT

RANGERFJORD
FJORD NORWAY

*Stavanger
www.stavanger.no*

*Norway in a nutshell
Roundtrip with Fjord Tours
www.fjordtours.no*

*Bryggen in Bergen
UNESCO World Heritage Site
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AUDUBON, MAR-APR 2013

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Pristine nature & wildlife



Breathtaking villages

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There is no finer way to enjoy the natural, unspoiled beauty of Norway's coastline than an authentic Hurtigruten voyage. Travel directly into the heart of Norwegian life and culture by exploring bustling cities, tiny ports and narrow channels on what many people call "the world's most beautiful voyage." Hurtigruten visits remote and pristine coastal waterways including Norway's Varanger region located directly in migration paths and near the breeding ground for some 80,000 arctic seabirds - all in the midst of Norway's magical midnight sun.

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To get inspiration and learn more about Norway, go to www.visitnorway.com

*Offers valid for North American residents only and for air bookings only. Use offer code AUDUBON. Savings amount is based on Sep. 2013 grade MX suite and discounts are capacity controlled and subject to change without notice. Taxes, Registry, Norway, and other fees are extra. Flights, transfers, travel insurance, luggage handling, and specific offer details are the special offers section of Hurtigruten.us.

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SMITHSONIAN APRIL 2013

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SPECIAL ADVERTISING SECTION

CULTURAL JOURNEYS
NORWAYTHERE IS ALWAYS A FJORD IN YOUR
FUTURE! AND NORWAY HAS THEM.NORWAY
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OSLO AND OSLO REGION

Nature and culture—in perfect balance. Oslo and the Oslo Region promise visitors a capital time, with stunning scenery and outdoor attractions and activities right at the doorstep of world-class urban culture, dining, and shopping. Take in an opera or museum, stroll designer shops, or enjoy an alfresco meal in Oslo. Then set off for cycling, hiking, or even island-hopping by ferry or steamboat across the picturesque, pristine Oslo Fjord. In winter, ski and snowboard in Olympic capital Lillehammer or at Oslo's own Winter Park. A cosmopolitan capital. Scenic, activity-packed surroundings. Oslo and the Oslo Region. There's no better welcome to Norway.



Viking Ship Museum

NORTHERN NORWAY

Northern Norway is known for wildlife safaris, midnight sun, and northern lights. This part of the country is home to the Sami, Norway's indigenous people. Get close to whales, sea eagles, puffins, reindeer, and king crabs. All the way north you can visit the North Cape and feel the breeze from the North Pole. Northern Norway's landscape changes from alpine mountains and narrow fjords, with thriving coastal communities, to endless tundra and wilderness. There are mountains plunging into the sea from over thousands of feet along some stretches of the coast.



Midnight Sun

FJORD NORWAY

A visit to Fjord Norway is the voyage of a lifetime, in the most beautiful destination in the world. Don't take our word for it; readers of "National Geographic Traveler" told us so in 2009. Stretching northwards along the west coast from Stavanger

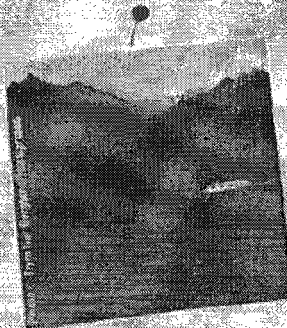


Pulpit Rock

to Kristiansund, Fjord Norway is the Norway of travelers' dreams. The deepest, steepest, and the most exciting active adventures. The highest peaks and the most historical towns. Ancient Viking heritage, modern Scandinavian living. Landscapes and opportunities unrivaled in Norway itself. Let alone the rest of the world. Fjord Norway has it all. Now it's up to you.

HURTIGRUTEN

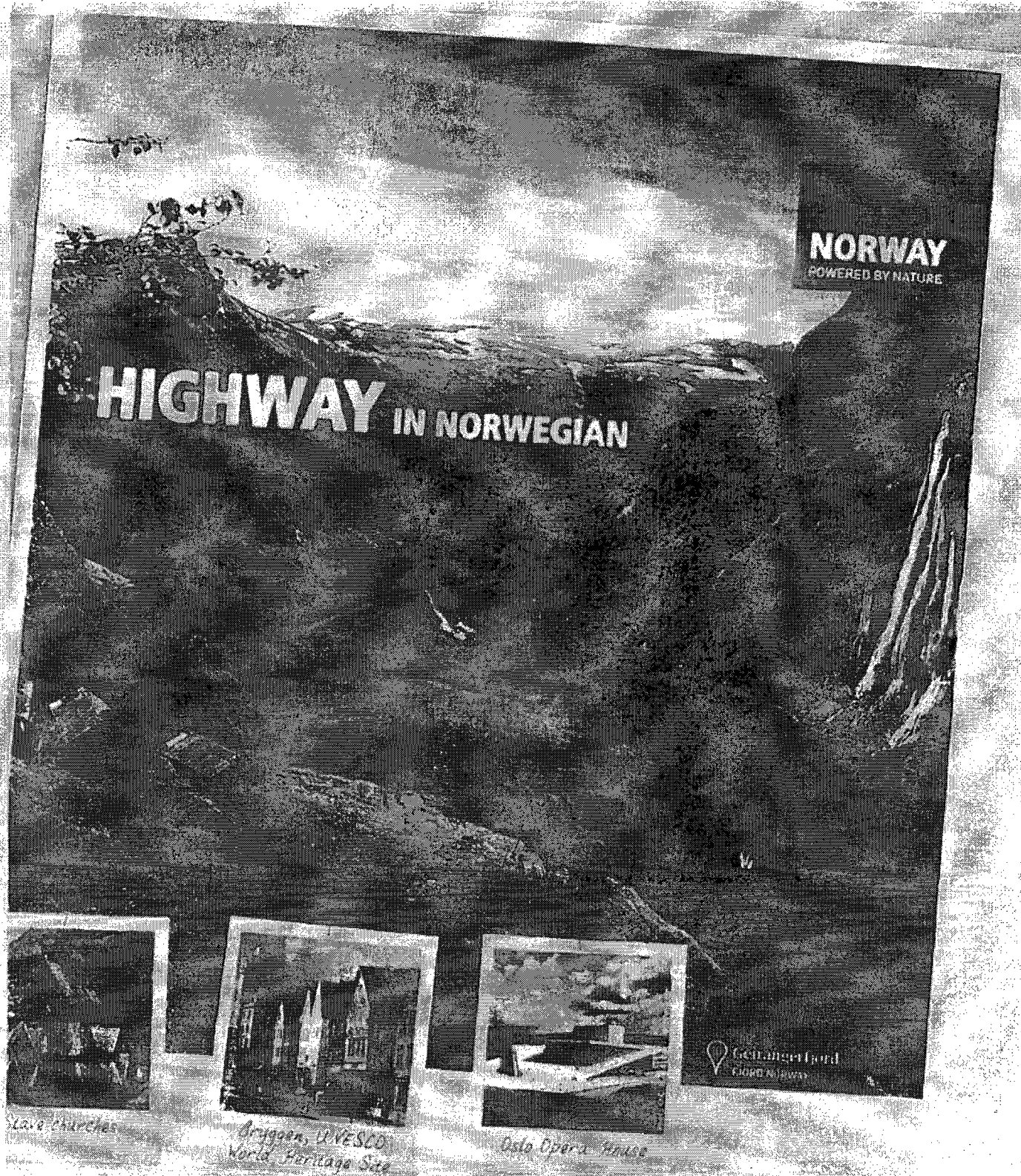
An original Norwegian classic, Hurtigruten—which translates as "the fast route"—has sailed between 34 ports strung along the country's breathtaking coast since 1893. Board one of the line's 11 comfortable, well-appointed ships for a seven-day northbound, six-day southbound or 12-day roundtrip coastal voyage, chock-full of unrivaled scenery, contemporary Norwegian cuisine, and exciting shore excursions. Get up close and personal with the diverse culture, history, and wildlife of Norway. And sail this summer to see it all under the magical Midnight Sun. Hurtigruten has connected Norwegians for 120 years. Connect with Norway on Hurtigruten today.



Hurtigruten

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2



NORWAY
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HIGHWAY IN NORWEGIAN

Geirangerfjord
Fjord Norway

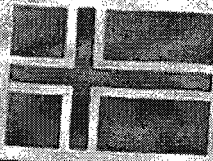
Stave Churches
Bryggen, UNESCO World Heritage Site
Oslo Opera House

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The brochure features a large, dramatic black and white photograph of a Norwegian fjord with steep, rocky cliffs and a winding road. Below the main image are three smaller, framed photographs: the first shows a traditional wooden stave church, the second shows a historic wooden wharf (Bryggen) along a river, and the third shows the modern architecture of the Oslo Opera House. The text is in a bold, sans-serif font, with 'HIGHWAY IN NORWEGIAN' being the most prominent. The overall tone is adventurous and scenic.

Norway and you'll return to nature with breathtaking scenery, dramatic waterfalls, and the mountain air. You'll be amazed at the wonderful places to stay, historic cities, charming excellent cuisine, and fantastic hospitality. Whatever type of vacation you choose, you'll have an overwhelming feeling of peace and tranquility that will remain with you forever.

GOLF WEEKLY, APRIL 2013



VisitNorway congratulates Suzann Petter
on her LPGA tour win last weekend!

MIDNIGHT IN NORWEGIAN

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Outdoor adventure
paradise



Lofoten
breathtaking villages



UNESCO
World Heritage sites

LOFOTEN COAST LINES
LOFOTEN ISLANDS

Explore Norway and play golf under the Midnight Sun! With the endless nights of summer, breathtaking scenery, dramatic waterfalls, and the fresh air, Norway is truly a dream come true. You'll be amazed at the wonderful places to stay, historic cities, charming villages, excellent cuisine, and fantastic hospitality. Whatever type of vacation you choose, you'll experience an overwhelming feeling of peace and tranquility that will remain with you forever.

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THE NEW YORKER, APRIL 2013

AT THE OPERA IN NORWEGIAN

NORWAY
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Edvard Munch's 'The Scream'

Oslo Summer Park

Sigurd's Stone Sculpture

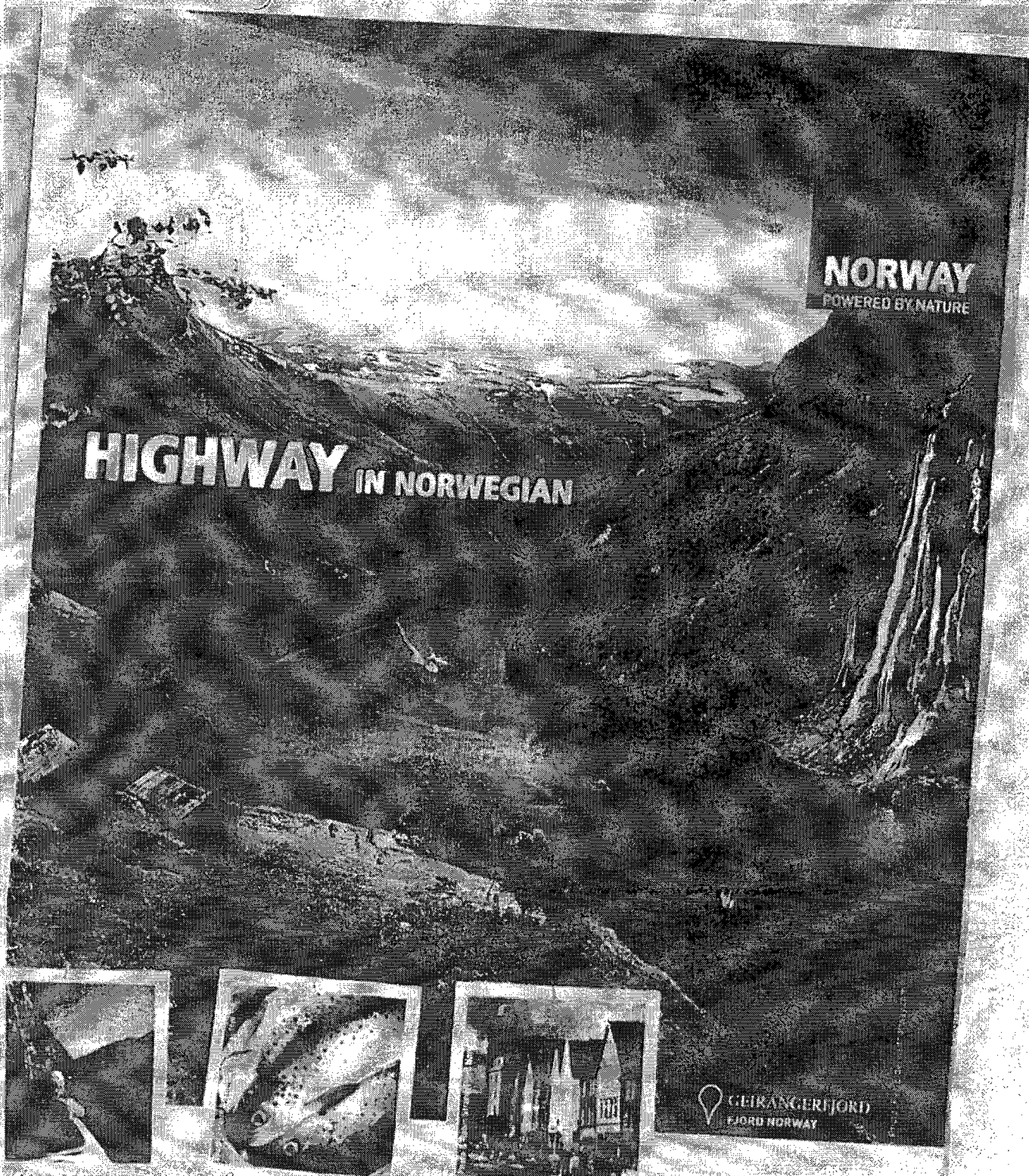
New York JFK to Oslo
\$367

Experience a unique combination of art, culture, and the great outdoors in Norway's celebrated capital, Oslo. With the official Munch triennial this year, you can see the most comprehensive presentation of Edvard Munch's famous art works ever displayed. Oslo is at once urban and rural with its location on a fjord, surrounded by hills and forests. Visit Oslo Summer Park, one of Scandinavia's largest. Hiking parks, or hike in a forest, swim in a fjord, and experience a world-class concert, all in the same day.

A nonstop to Oslo with Norwegian from JFK, New York starting May 31st, 2013.

PLAN AND BOOK
VISITNORWAY.COM

MOYS JOURNAL, MAY 2013

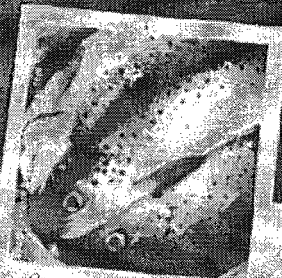


NORWAY
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HIGHWAY IN NORWEGIAN



Alpine at its best
paradise



Seafood at its best



Like a
world heritage site

GEIRANGERFJORD
FJORD NORWAY

So far and you'll return to nature with breathtaking views, dramatic landscapes and fresh air. The road is one of the world's most beautiful, with historic cities, charming villages, excellent food and scenery. Whatever your destination, you'll find the perfect place to stay and enjoy the view. The road is a masterpiece of engineering, with its winding paths and steep cliffs. It's a journey that will remain with you for the rest of your life.

BACKPACKER - MAY 2013

④

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■ 6 mountain regions ■ 41 national parks ■ 12,000 miles of trails.

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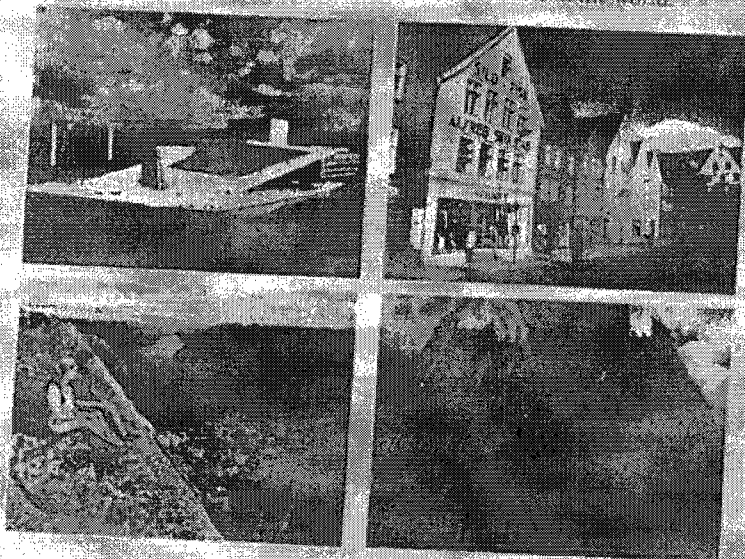


Fly Icelandair to four destinations in Norway: Oslo, Bergen, Stavanger and Trondheim. Only Icelandair allows a stopover in Iceland on your way to Norway at no additional airfare! Icelandair flights depart from Boston, New York-JFK, Seattle, Denver, Washington, D.C., Minneapolis-St. Paul, Orlando Sanford, Anchorage, Halifax and Toronto.

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Like No Place Else

With over 12,000 miles of well-marked trails, 400+ cabins, and every adventure you can imagine within reach by cities serviced by Icelandair, Norway will have you redefining the words "outdoor enthusiast." Among jaw-dropping rugged cliffs and glacier-fed lakes, you can truly escape, knowing that Norway is one of the least densely populated countries in the world.



Hikes to Unparalleled Views

- Fly into Oslo and head to Bygdøy for a dip at Huk or Paradisbukta (the aptly named Paradise Bay). Or, take your pick from the numerous islands in the Oslofjord. Alternatively you can chill out by one of several lakes in Osloomarka Forest (of which Sognsvann is probably the most popular). Osloomarka, the huge forest high up on the hills above the city, offers a vast network of trails for winter or summer that are free for all to use. [Visitorsregion.com](http://visitorsregion.com)
- Bergen: The Gateway to the Fjords sits beneath seven mountains providing endless opportunities for hiking including the four day trek in Hardangervidda which begins with the Voringstossen waterfall. After hiking, spend time in the UNESCO protected Bryggen wharf or visit the fish market for incomparably fresh seafood. VisitBergen.com
- In the Stavanger region, a two-hour trek up to Pulpit Rock rewards hikers with a two thousand foot gaze down to the Lysefjord, with twenty shades of green and blue all the way to the horizon. After your done, you can hit the beach or explore the charming ancient city and its burgeoning culinary scene. Regionst stavanger.com
- While Trondheim is the first city in the world with a lift specifically designed for cyclists, hikers will enjoy an 8.7 mile stroll following the coast along Lade Peninsula. Or, tour the town's wide, stately streets to see architectural gems including the Nidaros Cathedral and the Archbishop's Palace. VisitTrondheim.com

VISITNORWAY.COM
PLAN, BOOK, GET EXCITED

The Atlantic Road rolls and bends like a roller coaster as it links the island between Molde and Kristiansund in the western fjords. Beyond being an astounding feat of engineering, the seven bridges offer magnificent views of islets, shores, and coastline demonstrating why it's been awarded the status of national tourist route.



The views from this wild and rolling road will have you reaching for your DSLR camera. But it's best to pull over safely first. Thankfully, four rest areas with short trails are available along the Atlantic Road to exploit all the photo ops.

Adventurer: Get out on the breakwaters to smell the sea, and then stormy experience the immense power of these can.

Kicker: Take the short trail to the water's edge for views across the shipping lane all the way across the Atlantic.

Godiva: Shoot the ensemble of bridges and the archipelago, or take a boat service to the well-known fishing village of Hildøy.

Marke: Follow the sign to fish for cod fish, pollock, cod or haddock.

AFAR MAY 2013

AT THE OPERA IN NORWEGIAN

NORWAY
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View at National Museum of Art, Architecture and Design



Oslo Summer Park



Sightseeing in
Hofstadsparken Sculpture
Park

Norway
\$331
Includes airfare, hotel, and ground transportation
norwegian.com

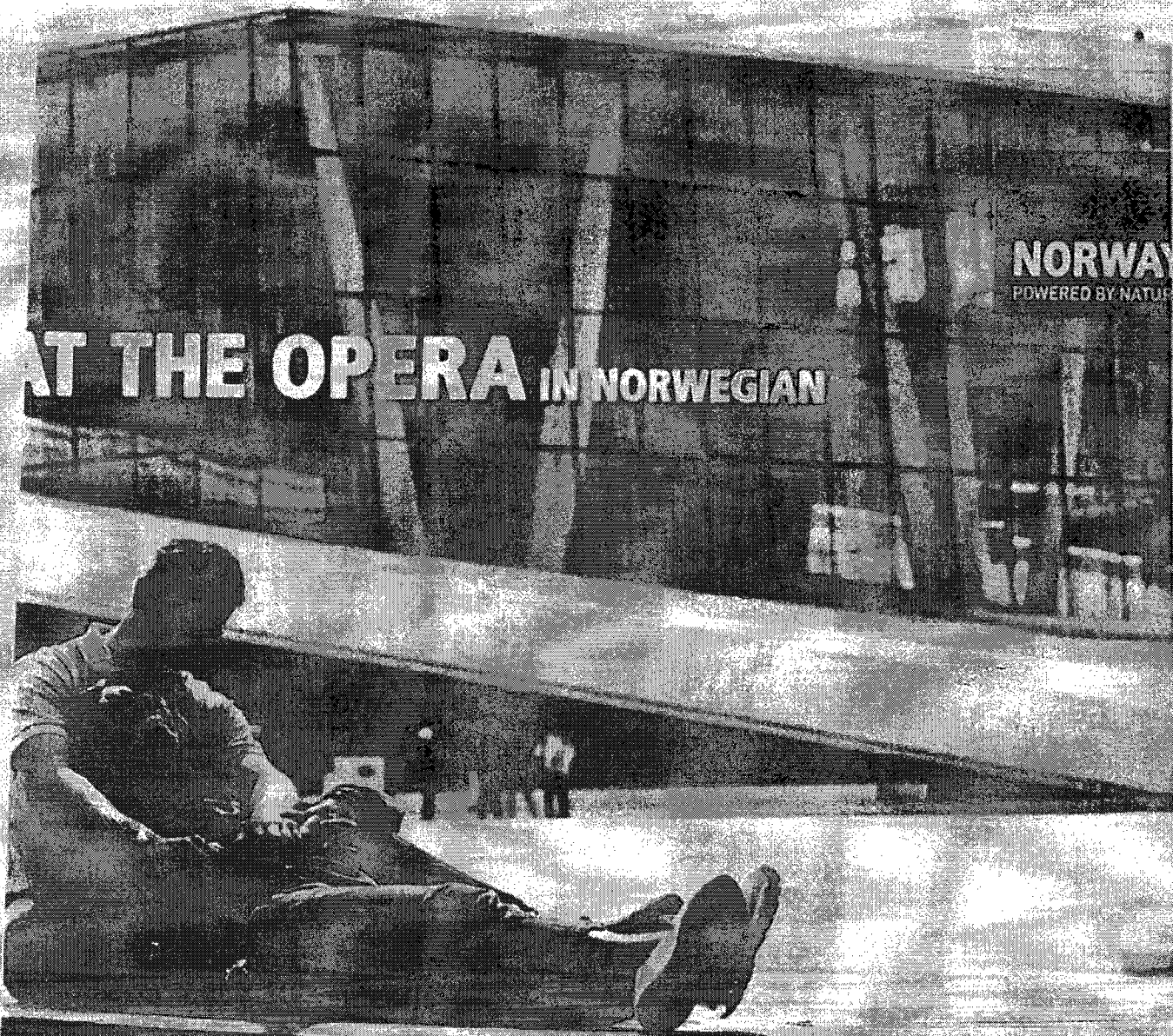
Experience a unique combination of art, culture, and the great outdoors in Norway's celebrated capital, Oslo. With the official Munch Jubilee this year, you can see the most comprehensive presentation of Edvard Munch's famous art works ever displayed. Oslo is at once urban and rural with its location on a fjord, surrounded by hills and forests. Visit Oslo Summer Park, one of Scandinavia's largest climbing parks, or hike in a forest, swim in a fjord, and experience a world-class concert—all in the same day. Fly nonstop to Oslo with Norwegian from JFK, New York starting May 31st, 2013.



visit OSLO

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NY TIMES, T-MAGAZINE, MAY 2013



Oslo Summer Park
Architecture and Design



Oslo Summer Park



Oslo Summer Park
Architecture and Design



Oslo Summer Park
Architecture and Design



Oslo Summer Park
Architecture and Design

Experience a unique combination of art, culture, and the great outdoors in Norway's celebrated capital, Oslo. With the official Munch jubilee this year, you can see the most comprehensive presentation of Edvard Munch's famous art works ever displayed. Oslo is at once urban and rural with its location on a fjord, surrounded by hills and forests. Visit Oslo Summer Park, one of Scandinavia's largest climbing parks, or hike in a forest, swim in a fjord, and experience a world-

MAY JOURNAL - MAY 2013

①

VISIT NORWAY FOR THE ULTIMATE ADVENTURE GETAWAY THIS SUMMER



FROM TALL GLACIAL PEAKS TO DEEP VALLEY LAKES, NORWAY IS THE IDEAL DESTINATION FOR THE OUTDOOR ENTHUSIAST.

KAYAKS

With crystal blue waters and awe-inspiring landscapes, Norway is the perfect playground for kayaking adventures. Visit hard Norway for a guided day tour or extend your trip with hikes along breathtaking mountain trails and a night of fjord-side camping. Discover cascading waterfalls among wildlife including the world's largest population of sea eagles.

GLACIAL PEAKS

Immerse yourself in a picturesque environment of awe-inspiring sculptures with a guided tour of one of Norway's many glaciers. For a one-of-a-kind expedition, tackle Jostedal, the largest glacier mass in Europe. With tours of varying difficulty or length, view quashing streams, spectacular U-shaped valleys or magnificent mountains and glaciers with peaks that rise over 6,000 feet to the sky.

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NOTEBOOK

INSTRUCTIONS

CHILI FOR 8

1. Heat a skillet over medium-high flame. Add the dried ancho and New Mexico chiles and press with a spatula until you hear a slight crackling, about 5 seconds. Turn the chiles over, press, and set aside. Add the whole onion and coriander seeds to the dry skillet and toast until lightly browned and just smoking, about 5 minutes. Add cloves and one can of tomatoes, broken up with a fork. Simmer until darkened in color and noticeably thickened, 20 to 30 minutes.

2. While the tomatoes are simmering, season the cubed tri-tip and whole chuck (or brisket) with salt on all sides. Heat a large heavy skillet over a medium-high flame. Pour in just enough canola oil to create a thin film. Sear the beef in batches, just enough to fill the pan in a single layer without crowding. If it gets too crowded, the meat will steam instead of brown. Rotate each piece using tongs until all pieces are well browned on all sides. Set the meat aside.

3. Even small amounts of bacon, says Schuchman, add savory smokiness to just about any dish. Dice it first, while raw, then place into the skillet used for cooking the meat, over medium heat. Cook for 5 minutes, until browned. Add the chopped vegetables and sauté with the bacon bits until they're soft.

4. Preheat the oven to 300°. Place the browned vegetables, bacon, tomato-spice mixture, garlic, parsley, thyme, bay leaf, and the chiles you set aside earlier in a large pot or Dutch oven. Place a large piece of cheesecloth over the vegetables and set the seared meat on top. While you remove the meat easily before draining, pour in the beef stock.

Commercially available beef stock will do in a pinch, but Schuchman strongly recommends homemade (see recipe below). I've never seen any stock on store shelves that doesn't have a ton of sodium or that's actually clear, he says. Pour in enough stock to cover the meat. Bring to a simmer on the stovetop and then, for the steadiest and most even cooking, transfer to the oven. After 1 hour, check to be sure the pot is at a low simmer, adjusting the temperature as needed. (Do not let the liquid boil.) Cook for 3 to 5 hours, or until a piece of the meat can be pulled apart easily with forks.

5. While the chili is simmering in the oven, cook the ground beef on medium-high until nicely browned. Pour off any rendered fat, add the second can of tomatoes, breaking them up into big, rough chunks, and simmer until they're noticeably darkened and thickened.

6. Remove the chili from the oven. Lift the meat out of the pot, set it aside, and then strain the broth to get rid of the vegetable mush. Reserve the liquid and discard the vegetables.

7. Pour the strained broth back into the large pot, then add the tomato-beef mixture, apple cider vinegar, brown sugar, and smoked paprika. This creates a balance between acid and fat, with sweetness from the brown sugar, says Katie Hagan, Whelan. Bring to a simmer, and taste, adding salt if needed. After seasoning the broth, put the cubed meat back in and heat to a bare simmer.

Serve Ladle the chili into warmed bowls and top with a dollop of crème fraîche. Place a pinch of orange zest onto the crème fraîche and then top it with chopped radish and chive.

THREE WAYS TO ELEVATE EVERYDAY CHILI

1. Use Low-Heat Chili Peppers

You can't have chili without intense pepper flavor, but you can't taste anything at all if your mouth is on fire. The trick lies in big volumes of low-heat chiles. "We use anchos and guajillos," says Schuchman. "The guajillos have a sweet quality, and the anchos bring earthy, warm notes." Other good choices include dried New Mexico chiles and dried California chiles, also known as Anchoitos.

2. Don't Cheap Out on the Meat

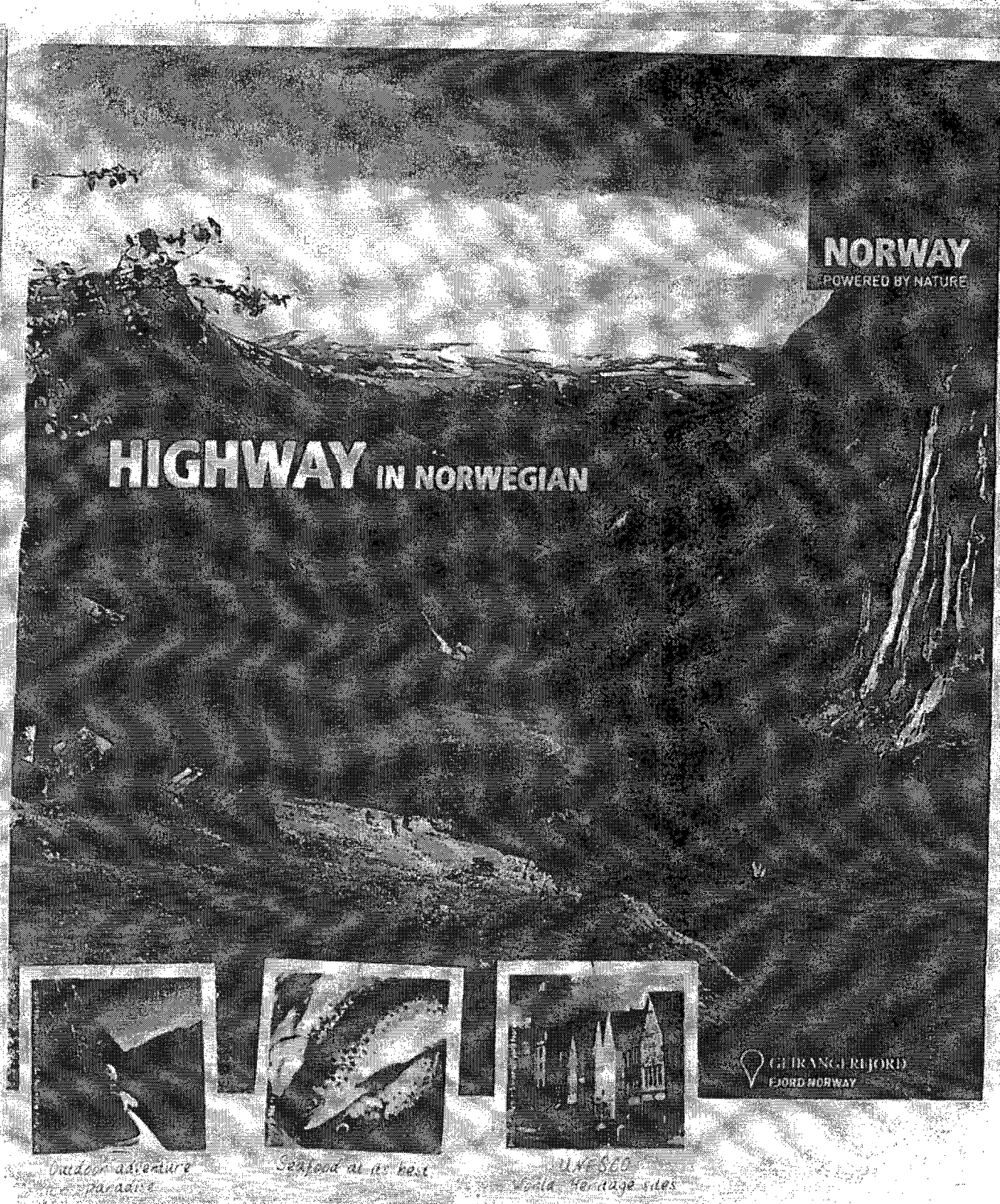
Chili is, in essence, a slow-cooking braise. To come out the other side falling apart tender, you want meats with high enough collagen content. Short ribs, beef cheek, brisket, and tri-tip are all terrific choices, with ground chuck adding depth and texture. Stay away from cuts like flat iron, flank, or sirloin.

3. Make Your Own Beef Stock

Here's how to make 7 quarts of stock. Ingredients: • 5 lb beef bones • 1 carrot • 1 onion • 1 leek • 1 bunch thyme • 1 bunch parsley • 6 oz tomato paste

Place bones on a baking sheet in a 400° oven. After 20 minutes, add carrot, onion, and leek. Roast for 20 minutes, then place the bones in a large pot and cover with 9 quarts cold water. Place over a medium-low flame, and bring to a simmer over the course of an hour. Skim off any scum rising to the surface, add the vegetables, thyme, parsley, and tomato paste, and simmer for 5 hours. Set a fine-mesh strainer on top of an empty pot alongside the stockpot and, using a ladle, transfer the stock. Refrigerate overnight to congeal all the fat (so it's easy to remove), and then use or freeze it.

2



NORWAY
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HIGHWAY IN NORWEGIAN

Outdoor adventure in a paradise

Seafood at its best

UNESCO World Heritage sites

GEIRANGERFJORD
FIJORD NORWAY

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PLAN AND BOOK your Norway vacation

DEPARTURES - MAY - JUN 2013

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FJORD NORWAY

In Southern Norway lies a land whose exquisite beauty and distinct heritage remain relatively untouched by time. Distinguished by jagged chestnut ridges, draping green hilltops and colossal white glaciers that tower upward from the rippling waters beneath, this mystic land is truly a Nordic paradise. The sapphire waters isolate the independent land masses from one another, creating an archipelago of fjord that characterize one of the world's most iconic destinations. Fjord Norway.

EXPLORE THE FJORDS

HJØRUNDFJORD

Concealed by the Sunneve Alps, the Hjørundfjord is a hidden treasure that was favored by Kaiser Wilhelm. Though many agree the fjord boasts a truly unspoiled beauty and an authentic community of mountain villages due to its remote location. The vistas of the fjord's mountains and fjords are among the most spectacular in the region.

GEIRANGERFJORD

A UNESCO World Heritage site, the Geirangerfjord features with the rugged, cascading waterfalls, steep cliffs and panoramic views from Dalsniva and Enges Road. The fjord's beauty is within easy reach of Ålesund.

SOGNFJORD

With its shared, rugged, majestic glaciers, cascading waterfalls, and lush green mountains, the Sognefjord is the most spectacular fjord in Norway. Although a perfect destination for a weekend, the Sognefjord is a haven for fjord lovers. The fjord's rugged slopes and waterfalls, along with the fjord's green glacier, are a sight to behold. The fjord's green glacier is the largest in Norway, and the fjord's waterfalls are a sight to behold. The fjord's green glacier is the largest in Norway, and the fjord's waterfalls are a sight to behold. The fjord's green glacier is the largest in Norway, and the fjord's waterfalls are a sight to behold.

NÆRØYFJORD

An extension of the Sognefjord, the UNESCO-protected Nærøfjord is the most beautiful fjord in the world. The fjord's green glacier is the largest in Norway, and the fjord's waterfalls are a sight to behold. The fjord's green glacier is the largest in Norway, and the fjord's waterfalls are a sight to behold.

HARDANGERFJORD

Apples and cherry blossoms are the stars of the fjord's landscape. The fjord's green glacier is the largest in Norway, and the fjord's waterfalls are a sight to behold. The fjord's green glacier is the largest in Norway, and the fjord's waterfalls are a sight to behold.

LYSEFJORD

The Lysefjord is a sight to behold. The fjord's green glacier is the largest in Norway, and the fjord's waterfalls are a sight to behold. The fjord's green glacier is the largest in Norway, and the fjord's waterfalls are a sight to behold.

2008-01-01

earth simultaneously awakens the body and the spirit.

From Norway, experts, scientists, beaches and wildlife lend themselves to action-packed discovery that appeals to air, water and mountain sports enthusiasts. Participants free to test fresh track skiing, kayaking, cycling and hiking provide a physical challenge and a blissful immersion in nature.

GUIDED TOUR
Sognefjord in a Nutshell



PAST MEETS PRESENT

The dynamic relationship between neo-classical and the fully rational influences, also found in Bergson and Giff-Wadsworth's work. A justifying factor for this is famous and often referred to Bergson's rich and deep knowledge of the conditions for an individual's existence, and his firm belief in his earlier to the neo-classical model of human behaviour.

As the area's leading authority, Flomp Tours also specializes in longer stays and customized itineraries that include bird safaris, kayaking, glacier hikes, fishing and culinary tours.

AN ACUTE SENSE OF TOUCH

FJORDMARK

**FJORD
NORWAY**

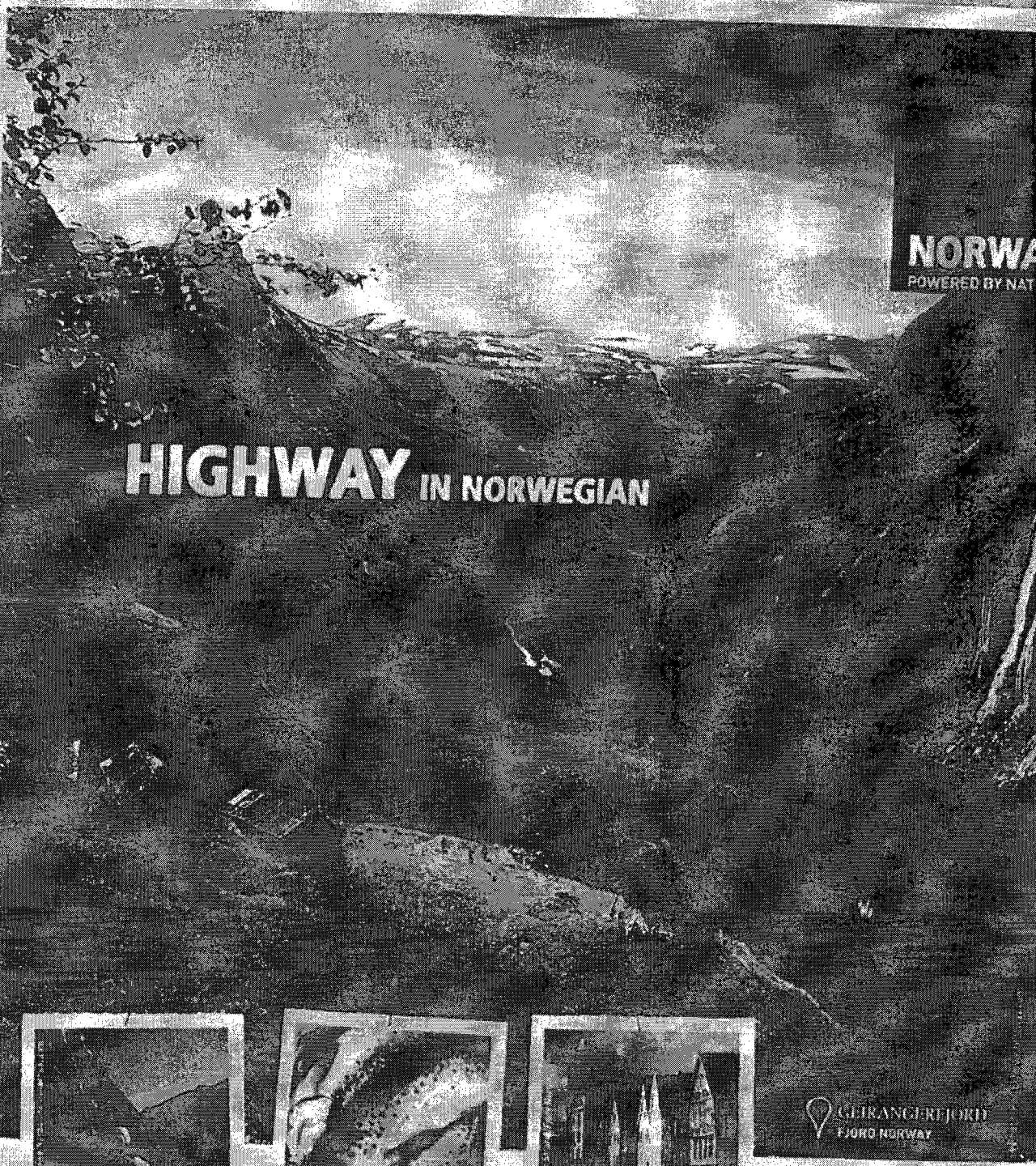
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AUDUBON, MAY-JUN 2013



NORWAY
POWERED BY NATURE

HIGHWAY IN NORWEGIAN

GLIRANGERTJORD
FJORD NORWAY

Outdoor adventure paradise

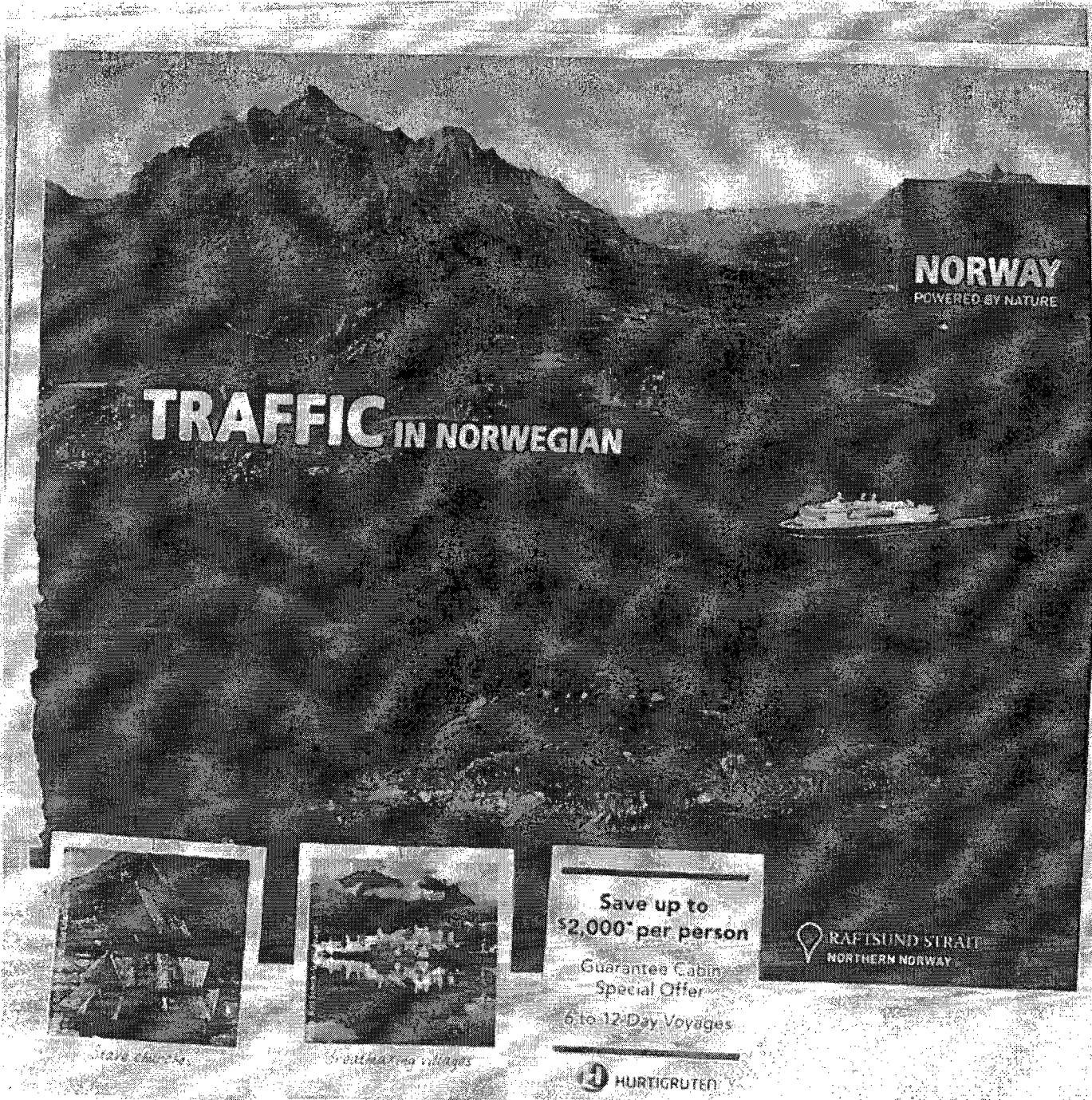
Seafood at its best

UNESCO World Heritage sites

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ARCHAEOLOGY, MAY-JUN 2013



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Save up to
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Guaranteed Cabin
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6 to 12 Day Voyages

HURTIGRUTEN

RAFTSUND STRAIT
NORTHERN NORWAY

Stave churches
Breathing villages

There is no finer way to enjoy the natural, unspoiled beauty of Norway's coastline than in an authentic Hurtigruten voyage. Travel directly into the heart of Norwegian life by exploring bustling cities, busy ports and narrow channels on what many people call "the world's most beautiful voyage." You'll be amazed at the wonderful places to stay, the local cuisine and the warm hospitality - all in the midst of Norway's magical midnight sun. Lanes Stave Church and the rock carvings in Alta are among the seven Norwegian sites on UNESCO's World Heritage List.

To join a Hurtigruten voyage this summer and discover Norway's breathtaking coastline, contact your travel agent, call Hurtigruten at 866-870-6599, or go to www.hurtigruten.us

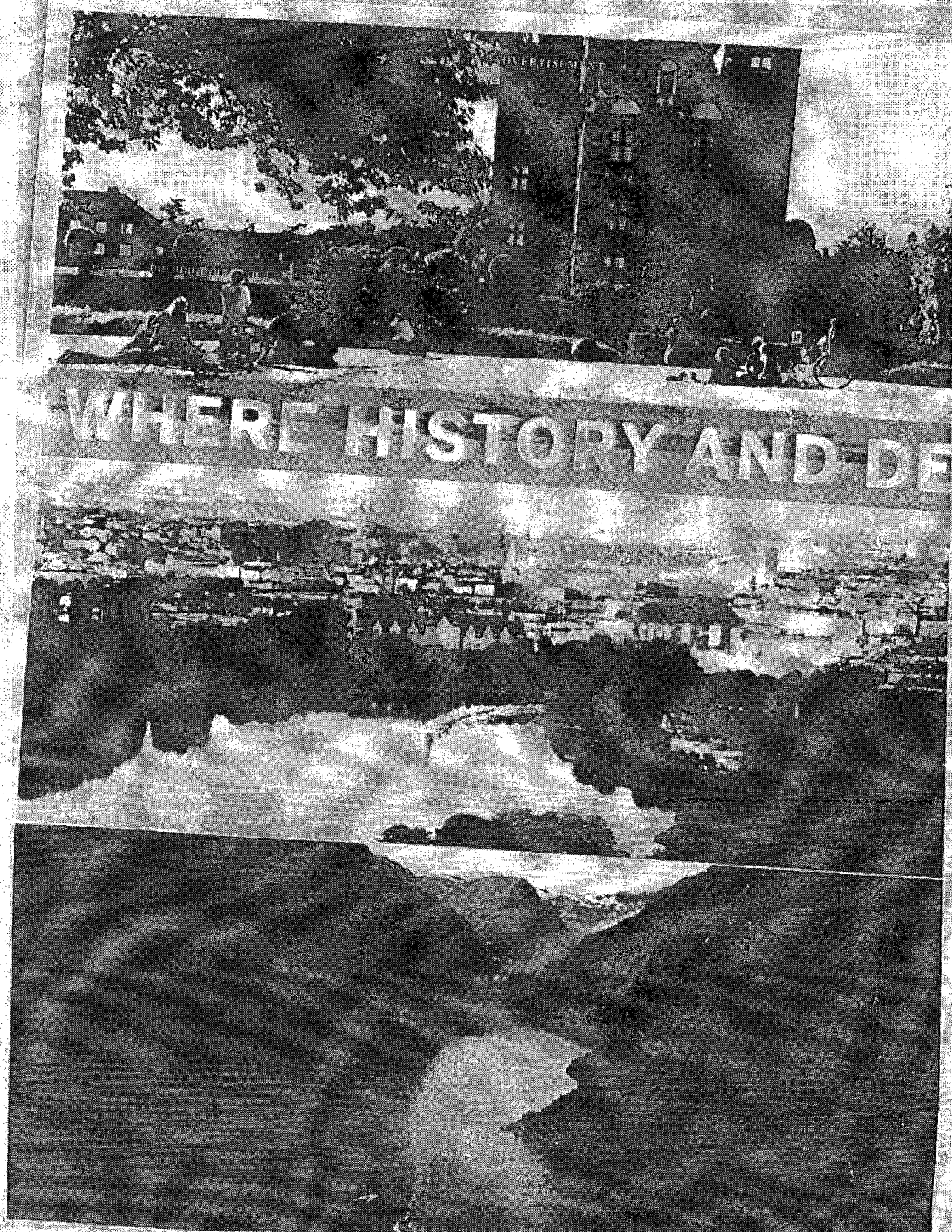
To get inspiration and learn more about Norway, go to www.visitnorway.com

*Savings based on North American residents only and for new bookings only. Savings amount is based on June - Sep 2013 rates. Savings and capacity are subject to change without notice. Cruise lines and ship names are subject to change without notice. Offer is subject to availability. See the special offer page at www.hurtigruten.us for details.

PLAN AND BOOK YOUR HURTIGRUTEN VOYAGE
VISITNORWAY.COM

VIRTUOSO LIFE, MAY 2013

⑧



2

ONLY IN SCANDINAVIA

Since the days of intrepid Viking adventurers, Scandinavians have always dared to be bold. The capital cities of Copenhagen, Stockholm and Oslo fuse a fascinating blend of royal history, dynamic culture and forward-leaning architecture and design. Add stunning natural beauty, excellent museums and shopping, an innovative culinary scene, and a clean, simple lifestyle focused on sustainability, and there's little wonder why Scandinavians consistently rank among the happiest people in the world. Better still, all three capitals are easily accessible on a single journey.

MEET THE SEA.

COPENHAGEN

The Danish capital's cool, laid-back lifestyle battles a 1,000-year history as a cultural and economic powerhouse. Witness the legacy at Rosenborg Castle, where the Danish Crown Jewels are on exhibit, Amalienborg Castle, the country's finest example of Rococo architecture, the Renaissance masterpiece, Frederiksborg Castle, and Kronborg Castle, immortalized in the story of Hamlet. Copenhagen's artful side is on full display at Ny Carlsberg Glyptotek, a private museum founded by the son of Carlsberg Breweries founder. Visit the sustainable Danish Design Centre, Bjørn Ingels' futuristic VM Houses and Ilionis Bollighus, where you can pick up one of Arne Jacobsen's Swanapple Egg chairs. A visit to Copenhagen would not be complete without a stop at famous flower gardens.

STOCKHOLM

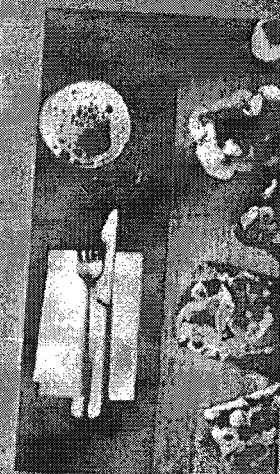
Divided by the city that flows in water, Stockholm's maritime archipelago comprises more than 24,000 islands, islets and skerries that address the harbor's splendid natural setting. Enhance the city's trendy, cosmopolitan feel. Get a sense of its storied past in the spire-topped Gamla Stan, or Old Town, and at the Vasa Museum, which houses an intricately-sculpted, 17th-century warship that was salvaged nearly intact. Another stop is the Skansen Open Air Museum, the world's first open-air museum, comprising some 130 historic buildings from pre-industrialized Sweden. And the new Fotografiska Museum is one of the world's largest centers for contemporary world photography.

NORWAY

Norway's powerful past is evidenced in its stunning fjords, formed by retreating glaciers millions of years ago. The country boasts nearly 1,200 of these dramatic, cliff-lined inlets, and the best way to experience their natural majesty is on a Norway in a Nutshell tour, which takes you from Oslo to Bergen, aboard the world-famous fjord train, the Flåm Railway. The trip can be done in a day, but you'll want time to explore fjord towns like Alesund, by inflatable boat, or on a fjord cruise. Back in Norway's capital, the past comes alive at the Viking Ship Museum, wander through the Scream Museum, the Munch Museum, The Marble Museum, and see Edvard Munch's veritable wall of art, and visit the art show, the inside and out.

NORDIC CUISINE

In 2004, governments in Scandinavia met to discuss what they called the Nordic Cuisine. The goal was to promote traditional dishes, simplicity, purity, simplicity, and as well as increased seasonal foods.

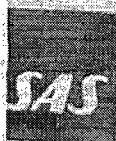


This new take on Nordic cuisine has garnered awards on the international scene, and in 2010, the Michelin Guide ranked it as one of the best cuisines in the world. In Stockholm, there are 13 Michelin-rated restaurants, including two starred ones. Noted Swedish chef, 2010 Nordic Chef of the Year, Henrik Rydén, is one of the chefs all eyes are on. He was awarded the

Visit Sweden

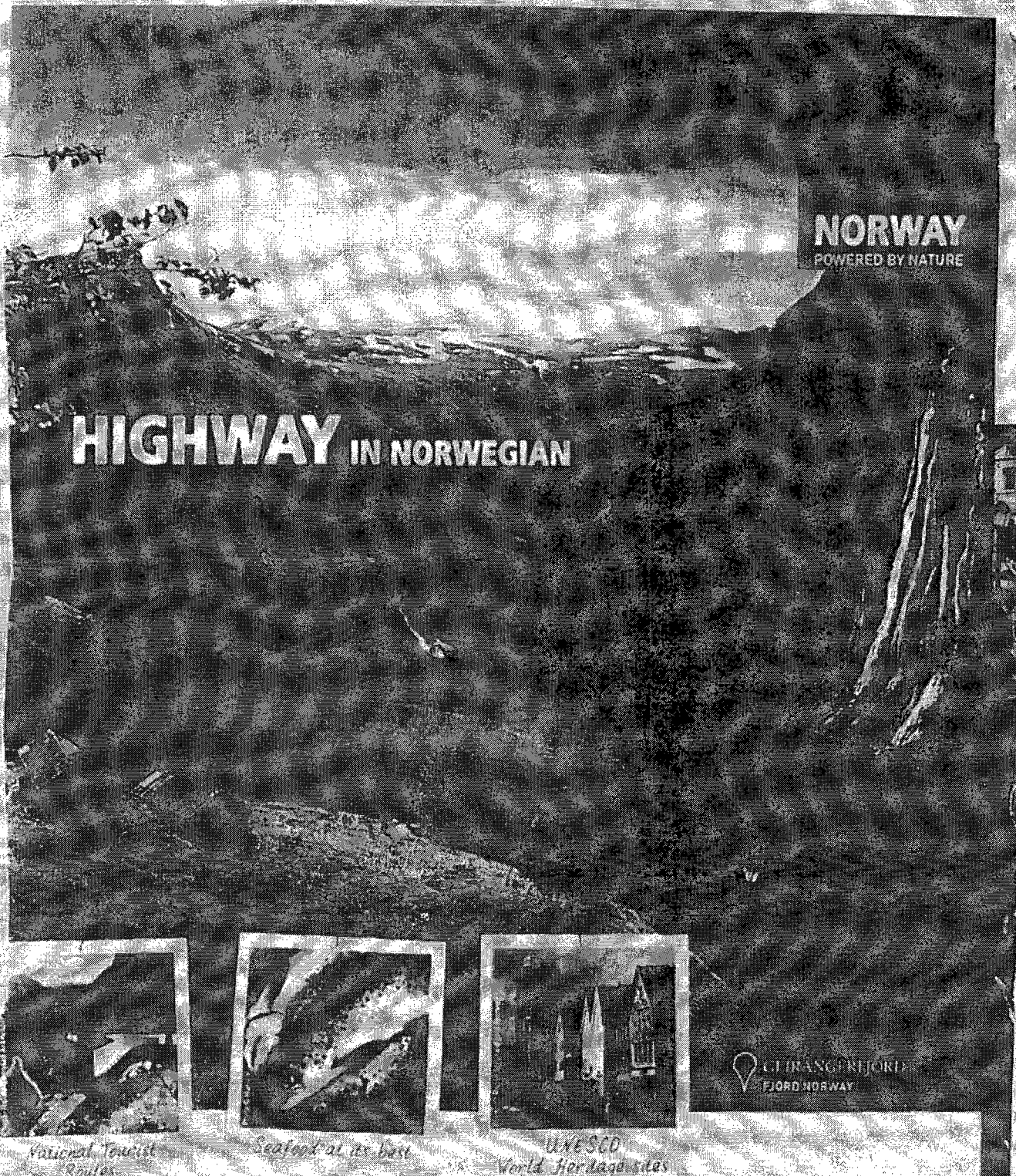
Visit Sweden

Visit Sweden



Scandinavian Airlines (SAS) offers the most non-stop flights from the U.S. to Scandinavia, with flights from New York, Newark, Chicago, Washington, D.C. and, as of April 8, 2013, from San Francisco.

TRAVEL & LEISURE, JUNE 2013



NORWAY
POWERED BY NATURE

HIGHWAY IN NORWEGIAN

National Tourist Routes

Seafood at its best

UNESCO World Heritage sites

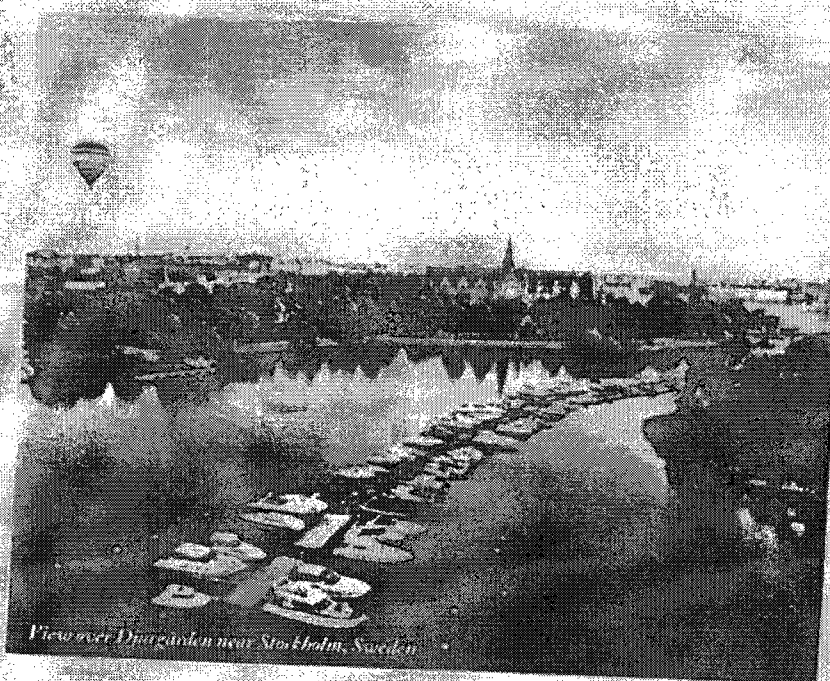
GEIRANGERFJORD
FJORD NORWAY

Explore Norway and you'll return to nature with breathtaking scenery, dramatic waterfalls, and the freshest mountain air. You'll be amazed at the wonderful places to stay, historic cities, charming villages, excellent cuisine, and fantastic hospitality. Whatever type of vacation you choose, you'll experience an overwhelming sense of peace and tranquility that will remain with you forever.

PLAN AND BOOK YOUR TRIP
VISITNORWAY.COM

THE TRAVEL MAG, JOURNEYS, JAN-JUN 2013

①



View over Drottningholmen near Stockholm, Sweden



Copenhagen Square, Copenhagen, Denmark

ONLY IN Scandinavia

It's rare to find a destination that celebrates old and new so seamlessly as Scandinavia. As a result, the countries of Norway, Sweden and Denmark touch travelers in a truly unique way. Looking to Scandinavia's past is guaranteed to stir your imagination, with traces from prolific rock paintings to stoked Viking ships. Forward-thinking, sleek, minimalist, clean and evolutionary environmental practices allow you to simultaneously peek into the future. This paradoxical combination of old and new capitals of Oslo, Stockholm and Copenhagen—since that can all be explored in the course of one exciting trip.

OSLO, NORWAY

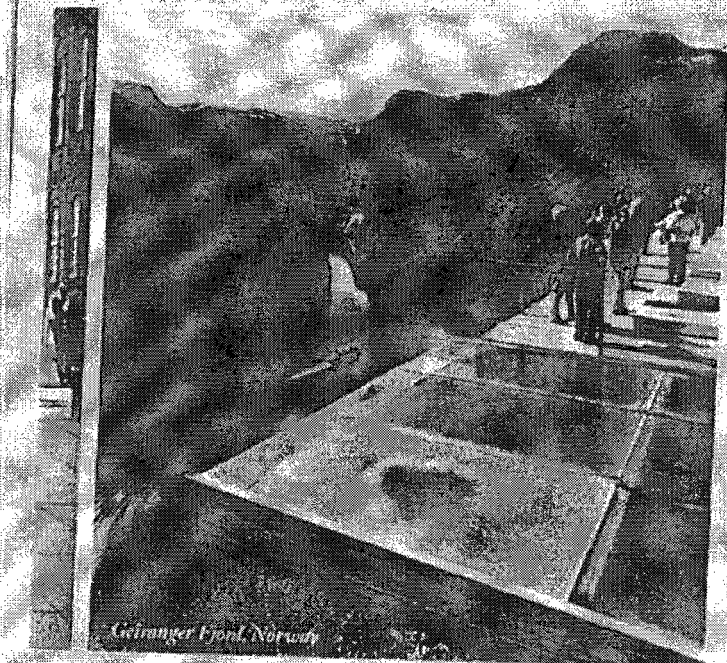
Norway's charming capital city embodies its Scandinavian roots. Dining out in Norway's capital Oslo is a great introduction, as well as a potato-based liquor and pickled herring are staples on many menus and, like Sweden, fine seafood is a main attraction. Flung for history? You'll find Viking helmets, swords and grand 19th-century ships on display at the Viking Ship Museum, the Vigeland Sculpture Park and the famous Munch Museum, featuring works by the eponymous

artist, also serve as wonderful cultural outings. Venture on an evening cruise through Oslo's stunning fjord, glide past city sights such as the spectacular Opera House—a recent award-winning addition. To get an even fuller picture of the country's offerings, take the Norway in a Nutshell tour, including a visit to the breathtaking city of Bergen's fjord scene, or ride on the famous Flam Railway.

STOCKHOLM, SWEDEN

Built on 14 islands and connected by 27 bridges, Sweden's capital city of Stockholm is particularly apt for age and urban travel. Surrounded by more than 24,000 islands, islets and reefs (small rocky islands often too small to inhabit), waterways serve as a wonderful means for admiring the city. Exploring by foot, you'll get a chance to soak up trendy shops, flower-filled parks and sites such as The Vasa Museum. Considered a Swedish icon, the Vasa is the world's only preserved 17th-century vessel, which sank in Stockholm's harbor during her maiden voyage in 1628, and is now gloriously restored. If you're looking for more recent history, check out the

②



SCENIC SCANDINAVIA AND ITS FJORDS

13 NIGHTS FROM \$4099

TRAVELER - GUIDED VACATION

Explore the beauty of Scandinavia on a trip from Copenhagen to Aalborg and across the sea to Stavanger, around Norway to Oslo and east to Stockholm in Sweden. Discover the history of a 15th-century farm before enjoying local Norwegian delicacies during a Be My Guest dinner. **Vacation includes:** First class accommodations, hotel service charges and tips, luxury motorcoach services of an expert Travel Director, ferry rides, train journey on the Flam Railway and sightseeing with unique insider experiences.

Only \$1999

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GRAND TOUR OF SCANDINAVIA

19 NIGHTS FROM \$5650

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Sail the brackish Baltic Sea, cross rolling tundra and grassy fields in search for the Midnight Sun, all the while enjoying the local culture, history and pristine scenery. **Vacation includes:** Luxury accommodations, welcome party, luxury motorcoach services, airport transfers, Tour Director, working lunch, cruise on A-line ships, taxes and port fees.

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SCANDINAVIAN CAPITALS AND THE FJORDS

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TRAVELER - PRIVATE JOURNEY

Discover the wonders of Scandinavia - the perfect blend of culture and nature - on this fully customized journey. Capture the rich, colorful, vibrant present of the region's capital cities of Copenhagen, Gothenburg and Oslo on shore visits with local experiences and daily activities to suit your preferences. Conclude your travels in western Norway, home to the dramatic fjords and dense forests. **Vacation includes:** Superior accommodations, luxury motorcoach services, ferry travel, entrance fees, traveling expenses to the tour, overnight cruise on scenic fjords, private journeys and transfers.

Only \$2999

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SCANDINAVIAN AIRLINES

Scandinavian Airlines (SAS) offers the most non-stop flights from the U.S. to Scandinavia, with flights from New York, Newark, Chicago, Washington, D.C., and San Francisco.

For more information, call 1-800-451-4511 or visit us online at www.sasusa.com. We'll be happy to help you plan your next Scandinavian adventure.

brand new ABBA Museum, a salute to Sweden's most beloved pop group as well as Fotografiska, a new museum considered the world's largest venue for contemporary photography.

COPENHAGEN, DENMARK

Voted the world's happiest people by the United Nations World Happiness Report, Denmark seems to have figured out how to embrace life's simple pleasures. In the capital of Copenhagen, the city's bike-riding inhabitants appear to outnumber cars in urban mobility. We suggest renting a bicycle and exploring Copenhagen's charming streets, begin at Tivoli Gardens, an amusement park that dates back to 1843.

Copenhagen is the land of Danish royal and royal residences, the decadent well-preserved inside the city remains hidden from the clamor of Frederiksborg Castle just north of Copenhagen and the royal seat of Rosenborg Castle in the architectural splendor of Amalienborg Castle. And as there is just outside Copenhagen at Ny Carlsberg, a private museum featuring a modern and ancient art complemented by its unique architectural surroundings.

So whether your interests include state-of-the-art contemporary art, cultural pursuits or Nordic charm, we can put together a trip unmatched in value and exclusive privileges. Call or visit us online today at www.sasusa.com or your own Scandinavian dream.

ONLINE

For more information, call 1-800-451-4511 or visit us online at www.sasusa.com. We'll be happy to help you plan your next Scandinavian adventure.

TRAVEL GIRL, SUMMER 2013

HIGHWAY IN NORWEGIAN

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Edpa Rock



Stunning World Heritage Sites

Explore Norway and you'll return to nature with breathtaking scenery, dramatic waterfalls and the freshest of mountain air. You'll be amazed at the wonderful places to stay, the delicious, charming villages, excellent cuisine, and fantastic hospitality. Whatever type of vacation you choose, you'll experience an overwhelming feeling of peace and tranquility that will remain with you forever.

PLAN AND BOOK
VISITNORWAY.COM

VisitNorway USA Digital Media Jan - Jun 2013

Social Media campaigns

1. Scream /Munch Campaign
2. Daily Challenge Facebook App Feb-Mar
3. Bucket List Facebook App May - Jun

Google Display network

4. Norwegian Airlines
5. Fjord Norway

San Francisco Chronicle

6. Travel section online March
7. Home page March

New Yorker

8. Spring online banners
9. iPad ads Mar
10. iPad ad April

New York Times

11. FjordNorway online banners March-April
12. Norwegian & VisitOslo online banners April-May

Online travel networks/review sites

13. Orbitz Destination Page SAS spring
14. Oyster.com Norway destination page spring

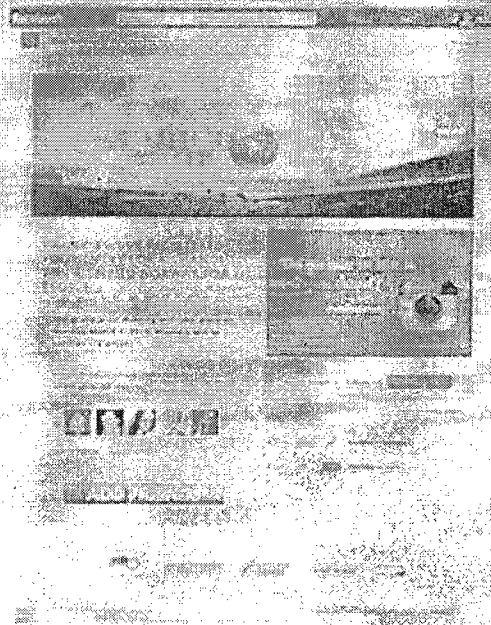
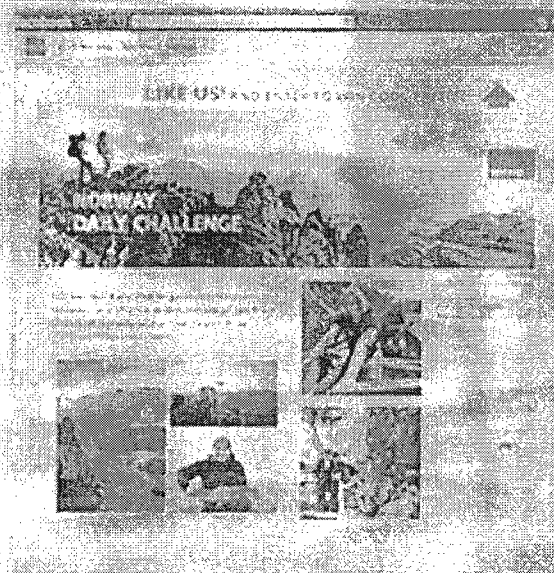
Outside Magazine

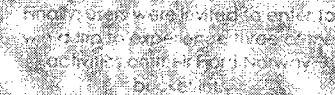
15. iPad ad May
16. video sponsorship May
17. Home page takeover ads May
18. April New sletter
19. March & April Advertorial
20. March iPad ad
21. Homepage Takeover April
22. Outside Flipboard ads April-May

Sejiam / Hunch Campaign Jan - Feb



Daily Challenge Facebook App Feb-Mar

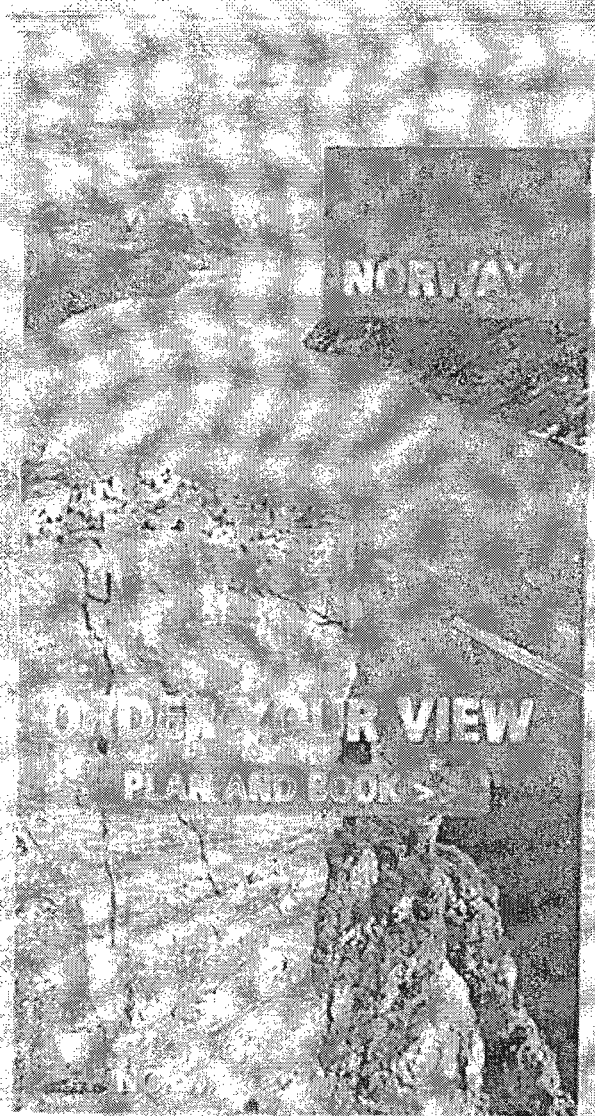


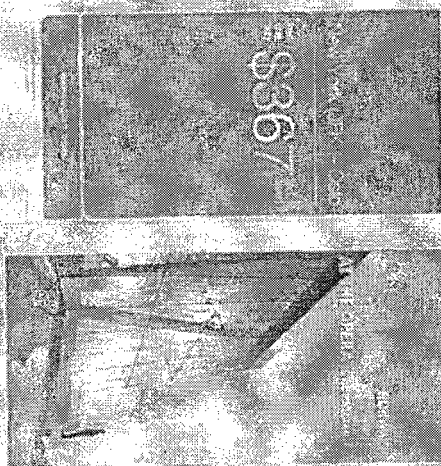


They work on a few things, and
when they get up in the morning
for a while.

Confidential

Fjord Norway Google Display Network





Google Displays / Norwegian Airlines



SFGate March Front Page Helsinki

SF Chronicle
NORWAY JUST GOT A BIT CLOSER

SFGate 54
San Francisco Chronicle

WITH SFIS STYLE
Highlights of the top news events

Home News Business Entertainment Sports Tech Travel Food & Drink Local & Regional Living & Style

San Francisco Chronicle
March 1, 2013
\$5.00

First break from dry spell
The first rain in weeks has brought relief to the city, but the weather service says it could be a dry spell again.

Unlabeled after house explosion
Three suspects who were involved in the explosion of a house in the city were not labeled as suspects.

How SF's top gets on Miami
The city's top official has been in Miami for a week, and the city's top official has been in Miami for a week.

Pike Bishop files to stand in
The city's top official has been in Miami for a week, and the city's top official has been in Miami for a week.

Top in Picture
The city's top official has been in Miami for a week, and the city's top official has been in Miami for a week.

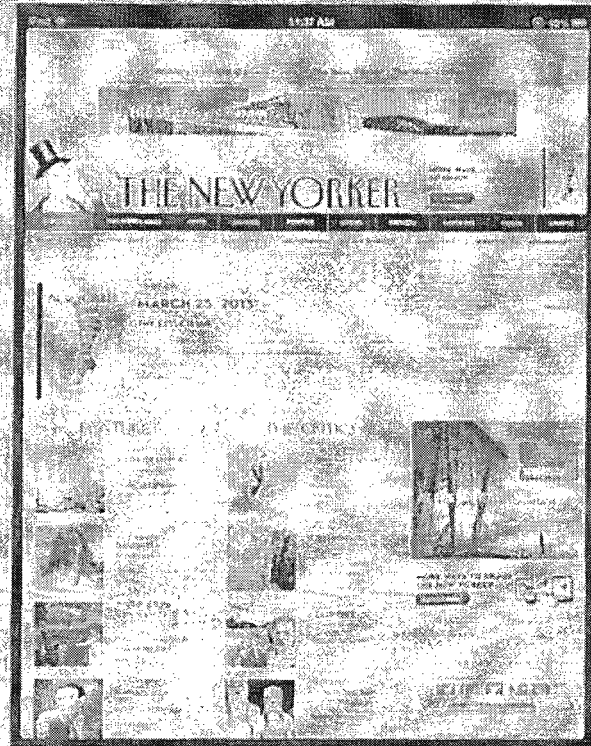
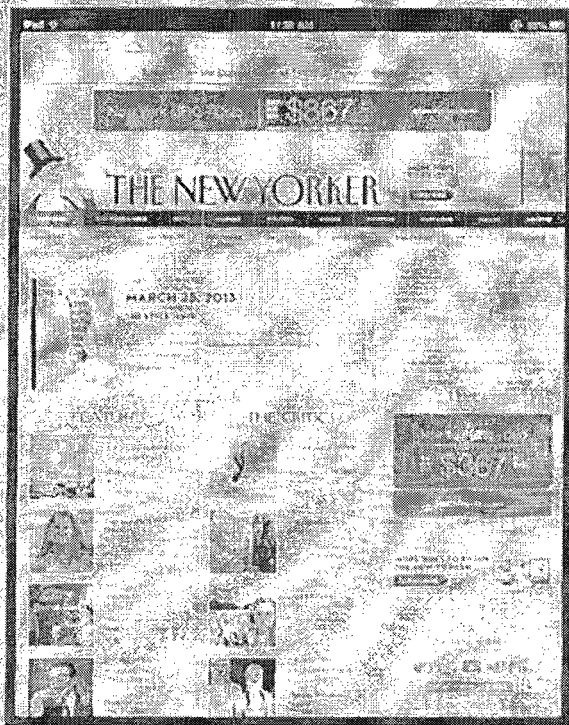
Fast Food (and) Cameraman
The city's top official has been in Miami for a week, and the city's top official has been in Miami for a week.

Escape New York
The city's top official has been in Miami for a week, and the city's top official has been in Miami for a week.

New York, Online Ad's Spring

INNOVATION NORWAY

STYLE & DESIGN ISSUE
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NORWAY

AT THE OPERA IN NORWEGIAN

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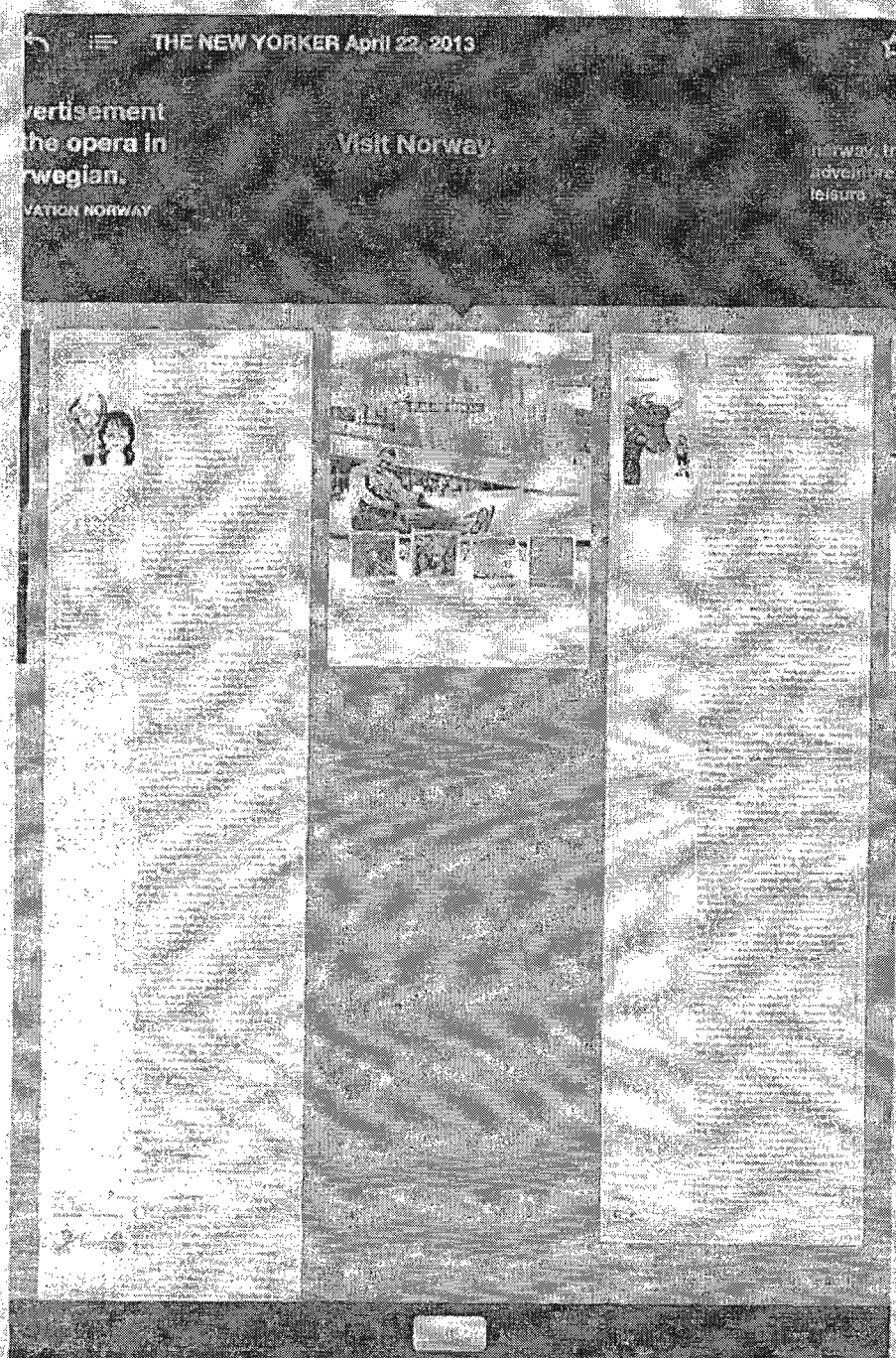
\$367

Experience a unique combination of art, culture, and the great outdoors in Norway's celebrated capital Oslo. With the official Munch jubilee this year, you can see the most comprehensive presentation of Edvard Munch's famous art works ever displayed. Oslo is at once urban and rural with its location on a fjord, surrounded by hills and forests. Visit Oslo Summer Park, one of Scandinavia's largest climbing parks, or hike in a forest, swim in a fjord, and experience a world-class concert, all in the same day.

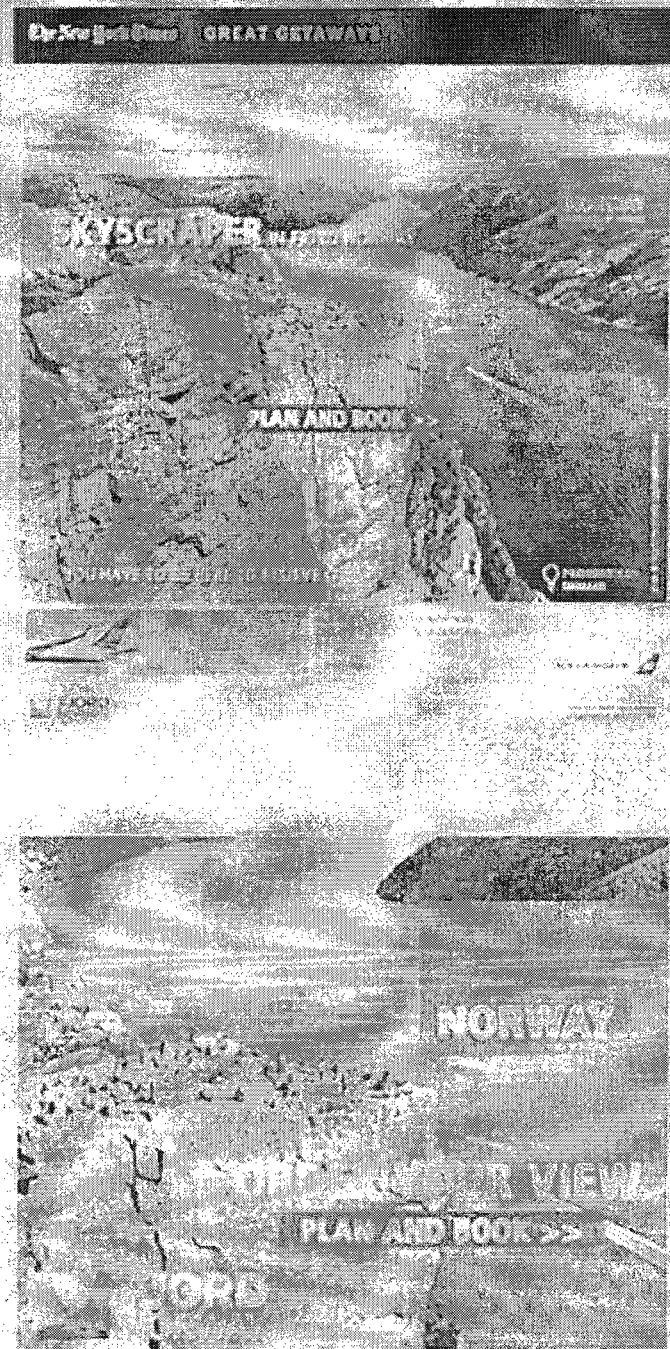
Fly nonstop to Oslo with Norwegian from JFK, New York starting May 31st, 2013.

NORWEGIAN.COM

Read this in New York from April



New York Times Online March 4th



The New York Times

Travel

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AT THE OPERA IN NORWEGIAN

36 Hours in Salta, Argentina

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Orbitz Destination Page with SAS - Spring

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Norway - Powered by Nature - 2 min - 100% 5

Hard Norway

For a more view of Hard Norway:

1. Hard Norway is a beautiful area with spectacular views and a variety of activities.
2. The area is known for its stunning scenery and is a great place to visit.
3. The area is also known for its history and culture.
4. The area is a great place to visit for anyone looking for a unique experience.
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Oyster.com - Norway Destination Page Spring

oyster.com

Norway Travel Guide



Visit Norway

Discover the beauty of Norway, from the fjords to the mountains, and experience the best of Norwegian culture and nature.

Norway Summary

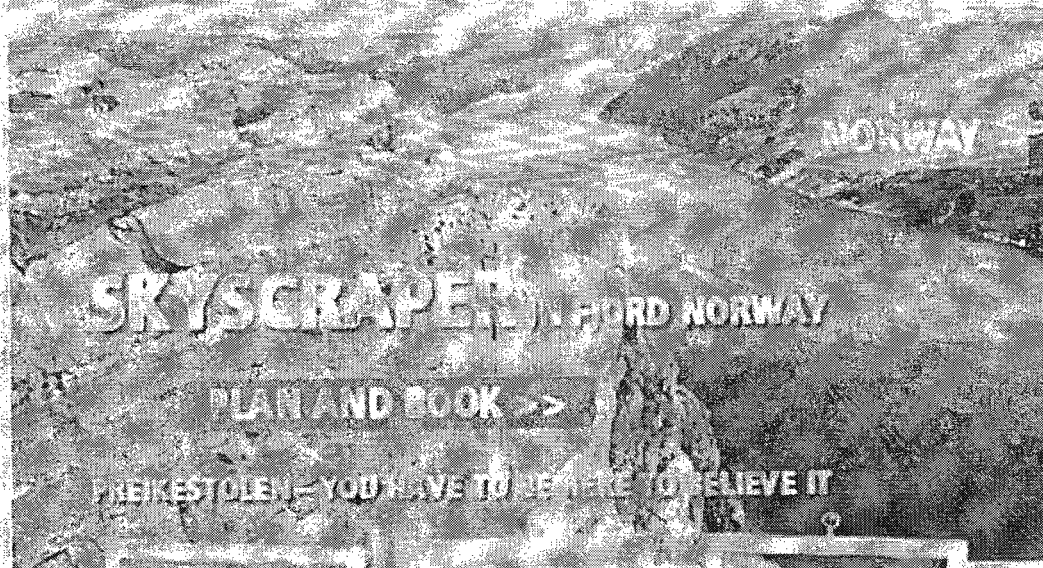
Discover the beauty of Norway, from the fjords to the mountains, and experience the best of Norwegian culture and nature.

Visit Norway

Discover the beauty of Norway, from the fjords to the mountains, and experience the best of Norwegian culture and nature.

Visit Norway

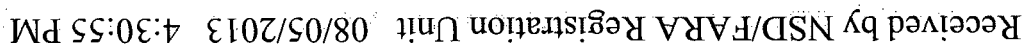
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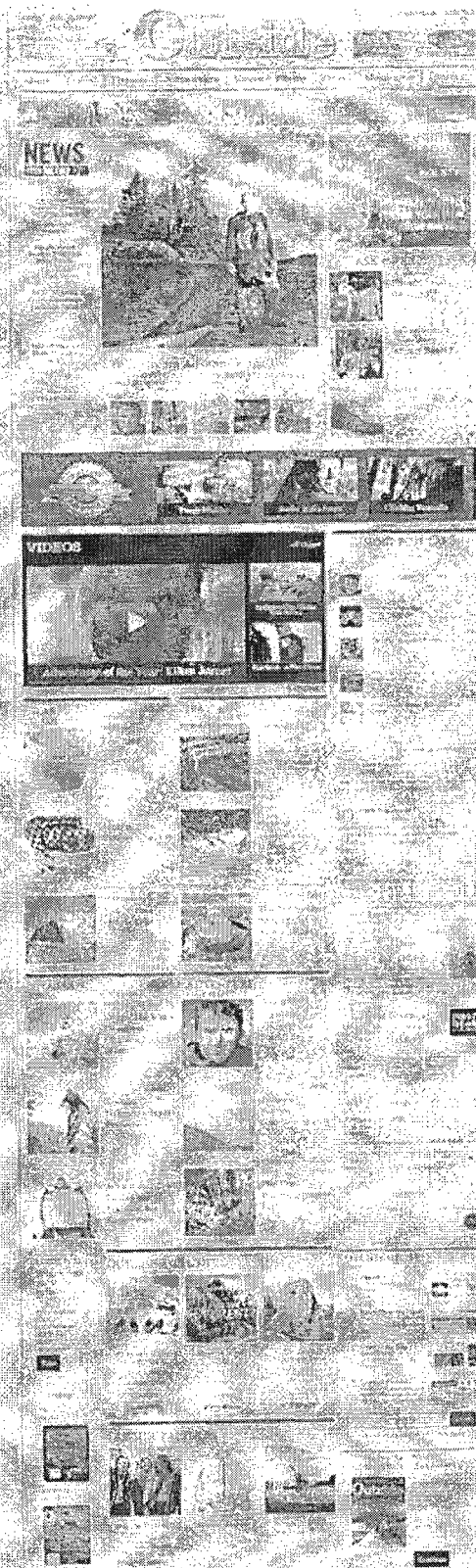


Explore Fjord Norway and you'll return to nature with breathtaking scenery, dramatic waterfalls, and the freshest of mountain air. You'll be amazed by the spectacular fjords, historic fjord cities, excellent cuisine, and authentic hospitality. In whichever part of Fjord Norway you find yourself, you are never far from an experience of a lifetime.

FJORD
NORWAY

PLAN AND BOOK >
www.visitfjordnorway.com





Outside Magazine April 2000



Outside World Travel Page

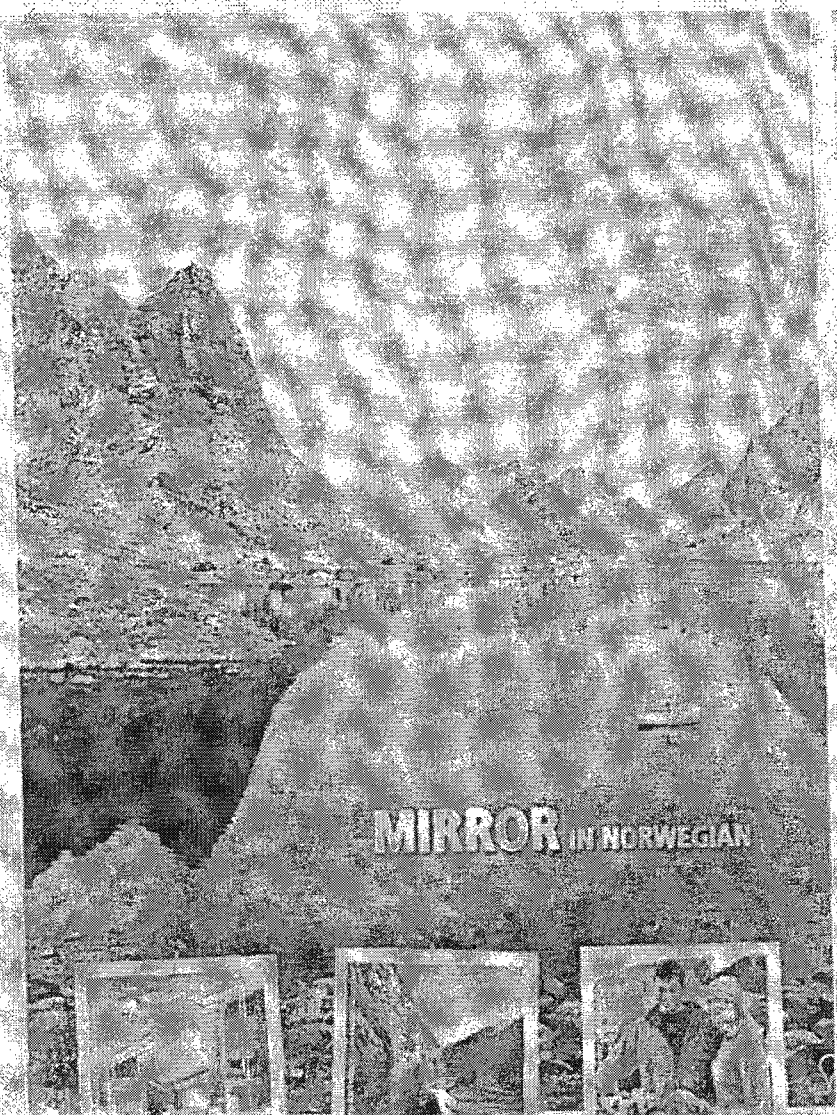
CHANGE YOUR PERSPECTIVE



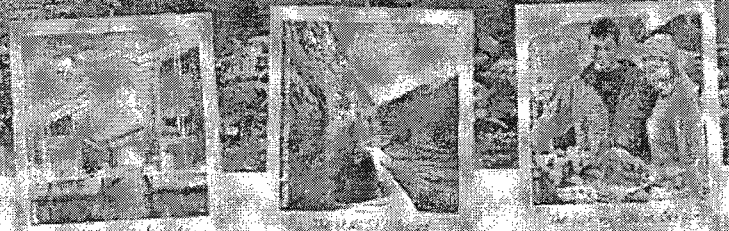
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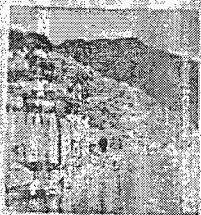
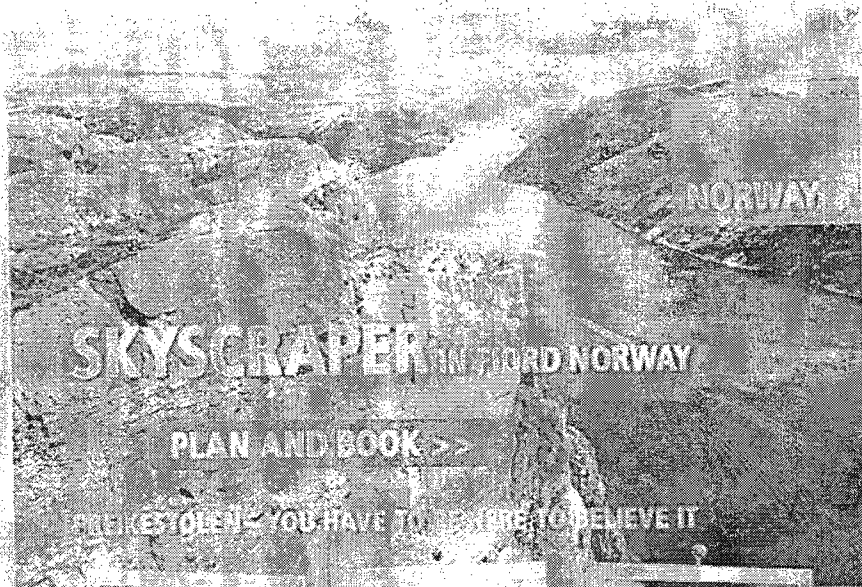


MIRROR IN NORWEGIAN



THE WORLD IS A VAST AND DIVERSE PLACE, FULL OF OPPORTUNITIES FOR ADVENTURE AND DISCOVERY. FROM THE RAMPARTS OF THE GREAT WALL OF CHINA TO THE TROPICAL BEACHES OF MALDIVES, THERE IS SOMETHING FOR EVERYONE. THE WORLD IS A VAST AND DIVERSE PLACE, FULL OF OPPORTUNITIES FOR ADVENTURE AND DISCOVERY. FROM THE RAMPARTS OF THE GREAT WALL OF CHINA TO THE TROPICAL BEACHES OF MALDIVES, THERE IS SOMETHING FOR EVERYONE.

Outside March 10, 2013



Historic fjord town



Glacier hut in the mountains



Norwegian fjord - World Heritage

Explore fjord Norway and you'll return to nature with breathtaking scenery, dramatic waterfalls, and the freshest of mountain air. You'll be amazed by the spectacular fjords, historic fjord cities, excellent cuisine, and fantastic hospitality. In whichever part of fjord Norway you find yourself, you are never far from an experience of a lifetime.

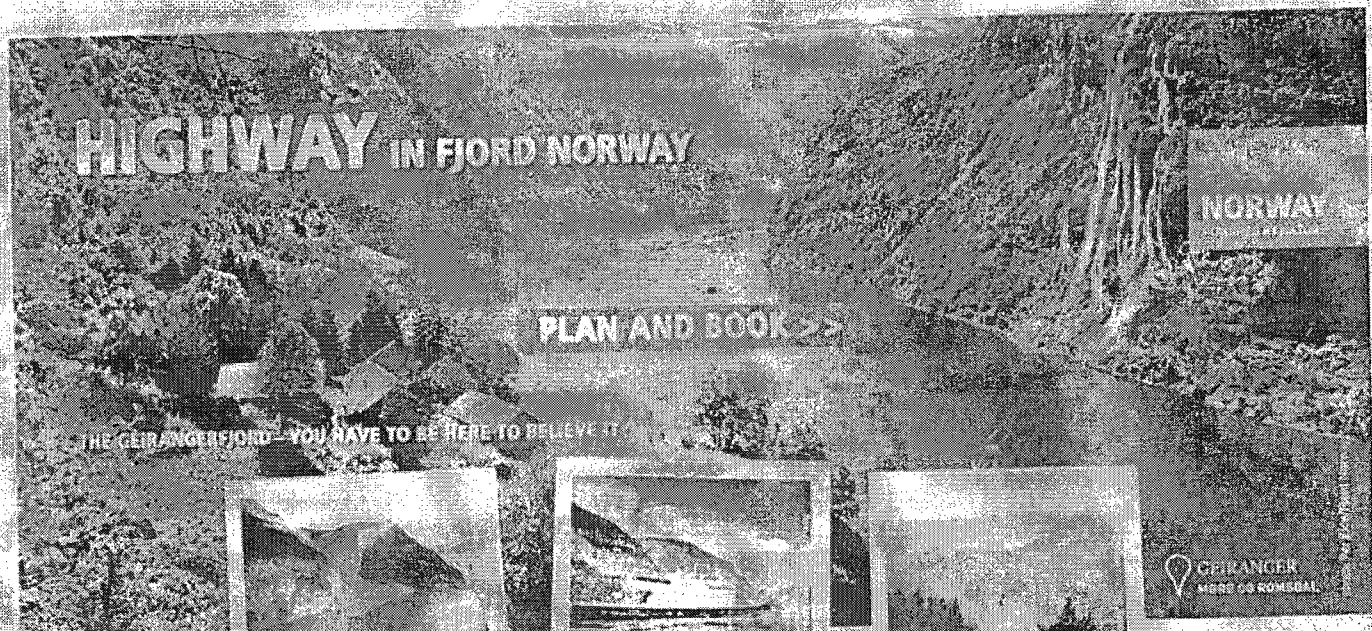


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Outside Homepage Takeover April




Subscribed to Norway 1st of July 2013



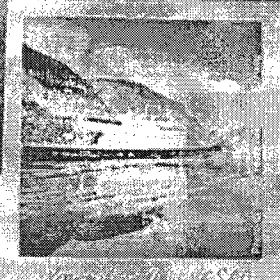
HIGHWAY IN FJORD NORWAY

PLAN AND BOOK >>


THE GEIRANGERFJORD - YOU HAVE TO BE HERE TO BELIEVE IT



Geirangerfjord
UNESCO World Heritage Site



Narvikfjord
UNESCO World Heritage Site



Stegastein
National Tourist Center

NORWAY

GEIRANGER
MORE TO COME

There is something truly unique about the mountains, fjords, waterfalls, and glaciers in Fjord Norway. National Geographic Traveler magazine has called Fjord Norway the world's most iconic destination. Grasp the UNESCO World Heritage fjords of Geirangerfjord and Narvikfjord, you will be amazed by their spectacular natural beauty.

FJORD NORWAY